North Long Beach Design Guidelines

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City of Long Beach
Redevelopment Agency

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Incorporating guidelines and policies from:
North Long Beach Strategic Guide - EIP Associates
Bixby Knolls Design Guidelines - The Arroyo Group
Long Beach Work Force Housing Master Plan - Moule & Polyzoides
North Long Beach Street Enhancement Master Plan - Willdan and Patricia Smith, ASLA, AICP

and design ideas and examples from:
Good Neighbors: Housing that Supports Stable Communities - Los Angeles Housing Department
Facade improvements - Studio One Eleven

Special thanks to the North Long Beach Project Area Committee and North Long Beach Strategic Guide Steering Committee for their participation.

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I. INTRODUCTION

A. Purpose of the Design Guidelines

The North Long Beach Design Guidelines (Design Guidelines) are intended to serve as a guide for property owners and developers who are planning new development projects or renovation of existing structures in North Long Beach and for City of Long Beach Redevelopment Agency and Planning staff who review those projects.

The Design Guidelines have been prepared in coordination with and to complement the North Long Beach Strategic Guide for Redevelopment (Strategic Guide), North Long Beach Street Enhancement Master Plan (Master Plan), and Bixby Knolls Design Guidelines. The Design Guidelines implement design principles in the North Long Beach Strategic Guide.

The Design Guidelines supplement development standards in the City's zoning regulations (Title 21 of the City of Long Beach Municipal Code). The Design Guidelines may not be less restrictive than the zoning regulations, but they may encourage more specific design responses within the parameters of the zoning regulations. For example, the Design Guidelines may not permit taller building heights or smaller setbacks than are permitted by the zoning regulations. On the other hand, they may encourage that a building step back within the building envelope permitted by the zoning regulations.

The zoning regulations should be thoroughly reviewed prior to beginning the development process.

B. Portions of the North Long Beach Redevelopment Project Area to which the Design Guidelines Apply

The North Long Beach Redevelopment Project Area is one of seven Redevelopment Project Areas in the City of Long Beach. The Design Guidelines address all sub-areas of the North Long Beach Redevelopment Project Area shown on the map in Figure I-1 except Sub-Areas 5, 7, and 8. Bixby Knolls has a supplemental set of design guidelines, which should be reviewed along with these Design Guidelines.

C. Relationship to the Strategic Guide

The Design Guidelines are intended to implement the policies of the Strategic Guide that relate to private development projects. Key recommendations of the Strategic Guide are as follows:

- Focus residential communities around centers of common activity (nodes), upgrade housing stock and provide new housing opportunities.
- Revitalize and intensify the "North Village Center" on Atlantic Avenue at South Street, providing needed services and goods and serving as a "stage for community events and celebrations."
- Maintain and physically improve industrial areas to enhance their visual character and compatibility with adjacent residential neighborhoods.
- Provide street landscaping, greening and overall improvement of visual character.
- Upgrade and maintain public infrastructure, including streetscape and landscape improvements in all districts.

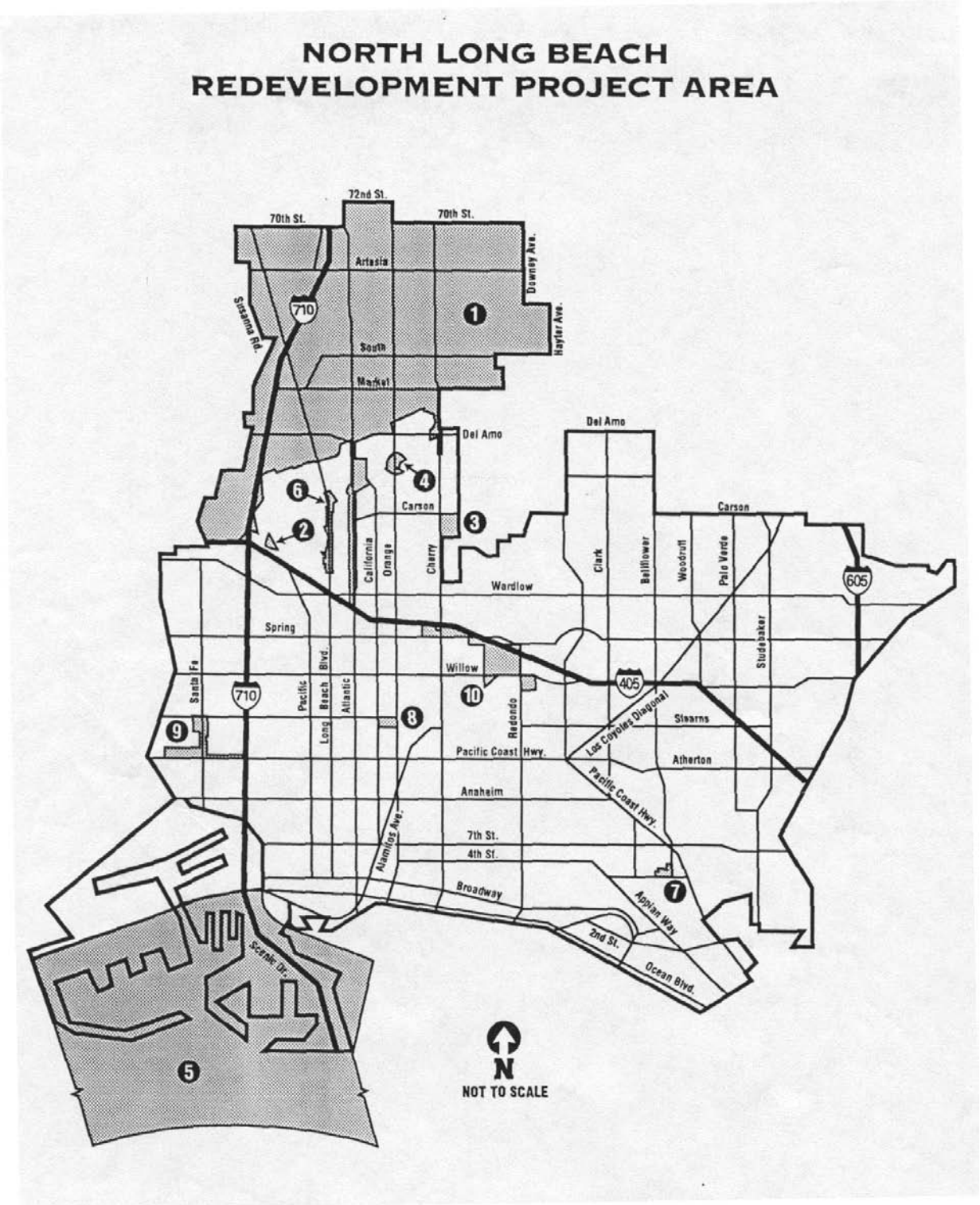
D. Relationship to the Master Plan

The Master Plan addresses streetscape improvements, such as street trees, medians, traffic calming and pedestrian amenities along the ten major streets in North Long Beach:

North-South Streets:

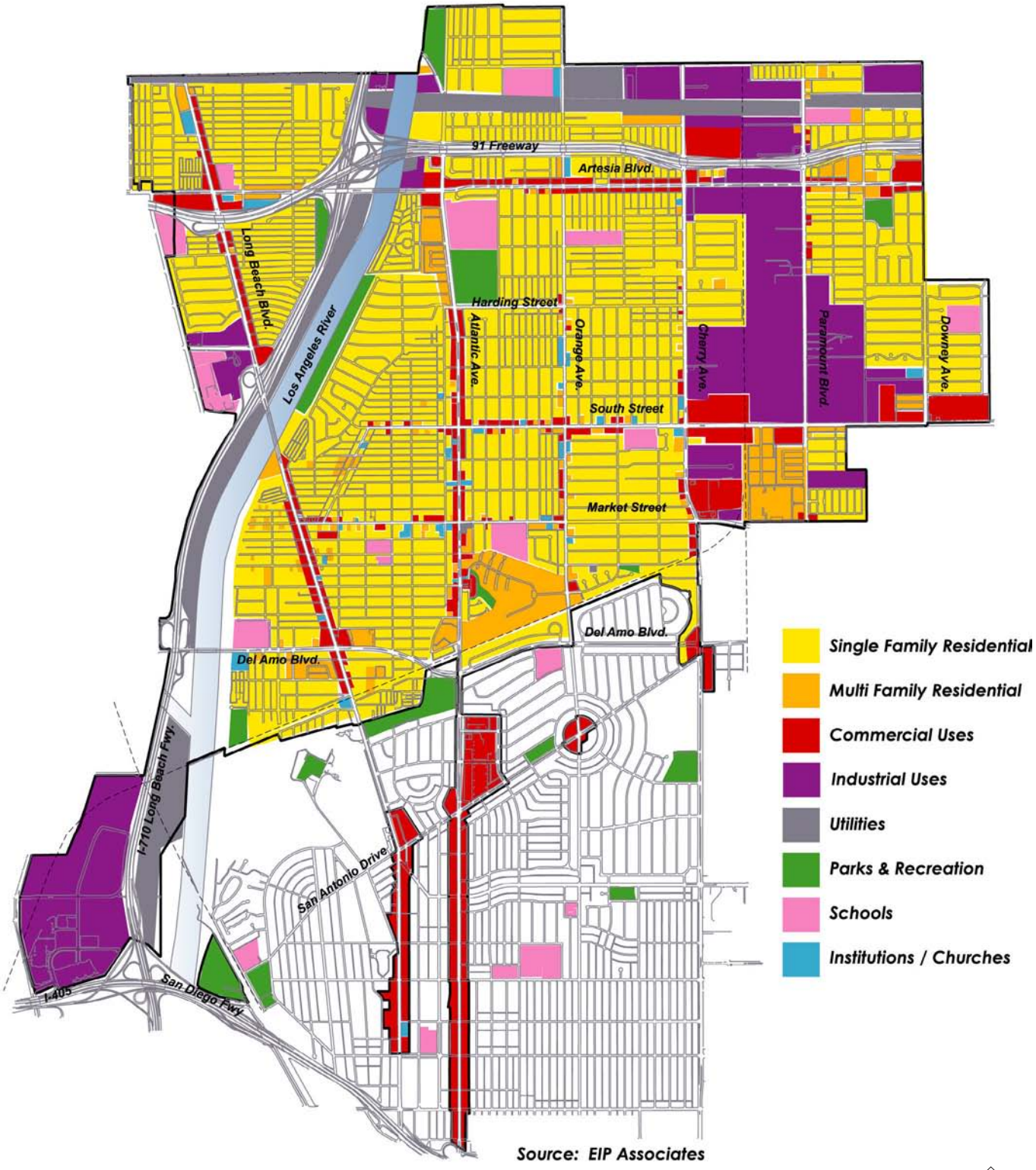
- Long Beach Boulevard
- Atlantic Avenue
- Orange Avenue
- Cherry Avenue
- Paramount Boulevard

Figure 1-1. North Long Beach Redevelopment Area



Note: The North Long Beach Design Guidelines apply to all sub-areas except 5, 7, and 8.

Figure I-2. Existing Land Uses in North Long Beach



Source:
North Long Beach Strategic Guide for Redevelopment

1" = 3,200'

- Downey Avenue

East-West Streets:

- Artesia Boulevard
- South Street
- Market Street
- Del Amo Boulevard

These streets carry the majority of traffic and are home to most North Long Beach businesses, as well as a large number of residents, schools and other community facilities. They are the public spaces in which the day-to-day social life in North Long Beach occurs and the primary traffic corridors along which the majority of traffic passes. In addition, the north-south streets serve as gateways to the City of Long Beach from the north. Streetscape improvements are intended to make these streets viable centers of community activity and attractive gateways to and routes through North Long Beach. Key streetscape improvements on the major streets proposed by the Master Plan include:

Community members provide input at Strategic Guide/ Street Enhancement Master Plan workshop.

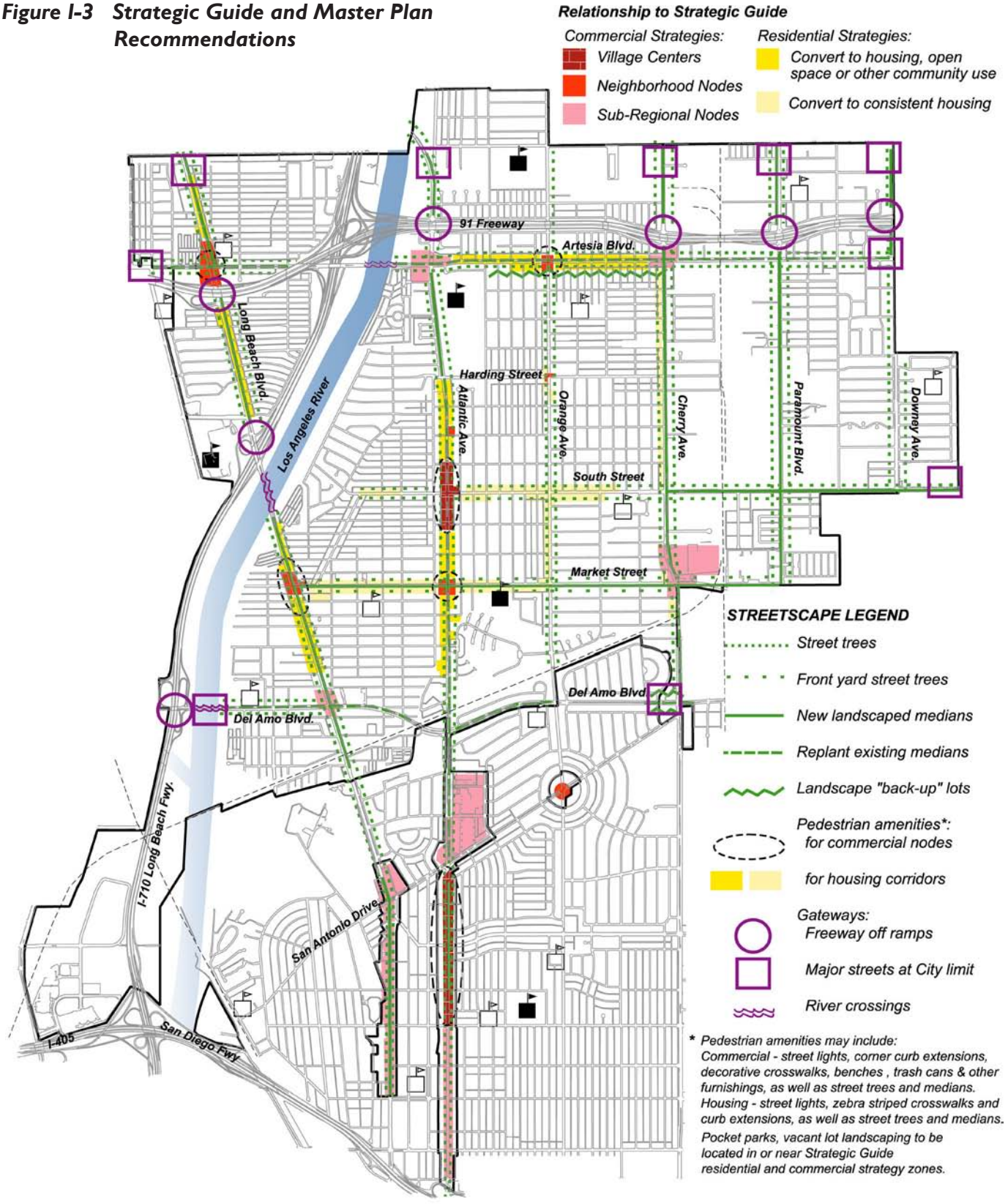
- Traffic calming and pedestrian amenities;
- Street trees planted along all major streets where sidewalks are wide enough to accommodate them;
- Landscaped medians where feasible;
- Streetscape enhancements at gateways to Long Beach;
- Other landscape improvements on major streets, including permanent pocket parks, temporary landscaping of vacant lots and back-up lot landscaping, and landscape guidelines for front yard setbacks and parking lots along the arterial streets.

E. Community Input Process

Community input to the Strategic Guide and Street Enhancement Master Plan was obtained through a series of 12 meetings with the Strategic Guide Steering Committee, made up of representatives from the community and other stakeholder groups in North Long Beach. The committee was composed of representatives from the following organizations:

- North Long Beach Project Area Committee
- North Long Beach Business Association
- North Long Beach Neighborhood Association
- North Long Beach Community Action Group
- Bixby Knolls Business Improvement Association
- Long Beach Housing Development Company
- Long Beach Planning Commission
- Long Beach Unified School District
- Apartment Association of Southern California Cities
- Long Beach Commercial Real Estate Council
- Gateway Cities Partnership
- Second Samoan Congregational Church
- 8th District City Council Office

Figure I-3 Strategic Guide and Master Plan Recommendations



Source:
North Long Beach Street Enhancement Master Plan

1" = 3,200'

- 9th District City Council Office
- Long Beach Redevelopment Agency Board
- Long Beach Police Department Staff
- City of Long Beach Planning Staff
- City of Long Beach Public Works Staff

In addition to input from the North Long Beach Steering Committee, input was obtained through two open-house public workshops held in the North Long Beach Community. The first workshop was held at Ramona Park in August 2000 and the second at Houghton Park in February 2001.

Input for all planning efforts was also obtained through meetings with key city working groups, including the City of Long Beach Executive Management Team, the City of Long Beach Economic Development and Infrastructure Committee, the Long Beach Redevelopment Agency Board, city staff, and public service providers.

F. Applicability of Guidelines to Historic Resource

For designated historic resources, the Secretary of the Interior's Standards for the Treatment of Historic Properties (http://www2.cr.nps.gov) takes precedence over the building design guidelines contained herein. Copies of the guidelines are available at the Department of Planning and Building.

A survey should be conducted of the commercial districts at the North Long Beach Village Center and the Historic Core on Long Beach Boulevard at Market Street to determine the historic status of individual buildings and of the districts. In other areas, proposed alterations to buildings more than 50 years old, which would change the character of the buildings, should be evaluated on a case-by-case basis.

The Review Process for Designated Historic Resources. A Certificate of Appropriateness is required for all exterior changes, even those that do not need building permits, such as repainting. Ordinary maintenance and repair are excluded. The City's Historic Preservation Officer reviews applications for changes. Minor changes that meet the Secretary of the Interior's Standards are approved immediately. Major projects and applications that are inconsistent with the Secretary of the Interior's Standards are scheduled for a Cultural Heritage Commission meeting. Applicants may appeal decisions to the Planning Commission.

Understanding and respect for the original materials and design, conservation of historic building elements, and a desire for architectural compatibility are the basis for the Secretary of the Interior's standards and guidelines. For example:

- Repair is preferable to replacement for deteriorated original materials and features. If replacement is necessary, the replacement shall replicate the original visual design and appearance.
- Alterations must avoid the removal of character-defining features and spaces.
- New additions or related new construction must be compatible with the massing, size, scale and architectural features of the original, but must be visibly differentiated from the old. Exact imitation of the original is not desirable.

Demolition of designated historic buildings is discouraged by delay in issuance of permits of six months to one year and by environmental review. Demolition permits can be obtained after completing City review requirements.

Benefits of Historic Designation. Historic landmark designation is an indication that the building is "special" because of its architecture and history. The designation indicates both quality and significance, factors that often translate into value in the marketplace.

Historic district regulations, protecting existing vintage housing and regulating the design of alterations and additions are strong tools for protecting neighborhoods. Incompatible new development can be prevented, and the quality of the neighborhood's assets is preserved.

Zoning and building regulations allow more flexibility with regard to historic properties. Non-conforming uses may be permitted in some historic districts to allow more productive use of historic buildings.

The State Historical Building Code allows alternatives to current building codes to preserve original building materials and design features. These alternatives can substantially reduce rehabilitation costs.

In some cases, Mills Act Historical Property Contracts between the City and the property owner are mutually beneficial and can lead to a reduction in property taxes.

Sometimes, a comprehensive historical rehabilitation can take advantage of federal investment tax credits. However, only buildings listed on or eligible for the National Register of Historic Places may qualify.

The Long Beach Cultural Heritage Commission consists of fifteen members, of whom many are professional experts in architecture, construction and design. They can provide property owners with technical assistance. Early consultation is advisable for conceptual review of proposed projects.

G. Organization of the Design Guidelines

The Design Guidelines include the following sections:

I. Introduction (this section)

II. Commercial Development Guidelines, which include guidelines for mixed use development in commercially zoned districts

III. Residential Development Guidelines

IV. Industrial Development Guidelines

V. Sign Guidelines

VI. Streetscape Improvement Guidelines

III. COMMERCIAL DEVELOPMENT GUIDELINES

A. Overview

There are two primary types of commercial districts in North Long Beach:

1. Pedestrian-oriented village centers where buildings are located along the front property line with storefronts, display windows and entrances along the sidewalk with parking located behind the commercial floor space. In these districts, housing may be located above ground floor commercial uses in mixed use development projects.

   The primary pedestrian-oriented commercial districts addressed by these Design Guidelines are: 1) the North Village Center, located on Atlantic Avenue, one block north and one block south of South Street; and 2) the Historic Core, located on Long Beach Boulevard at Market Street.

   Zoning regulations for pedestrian-oriented districts require that a building be located along its front property line for at least two-thirds (2/3s) of lot frontage. In North Long Beach pedestrian-oriented districts, where feasible, at least 80% of the front building wall should be located along its front property line.

2. Primarily automobile-oriented shopping districts in which buildings are set back from the street with landscaping in front.

   Zoning regulations for automobile-oriented districts require that buildings be set back a minimum of 10 feet from the front property line and permit parking to be located between the landscaped front setback and the building. In North Long Beach automobile-oriented commercial districts, where feasible, buildings should be set back 10 feet with only landscaping in front. Parking should be located either adjacent to or behind the buildings.

B. Commercial Site Planning

The commercial site planning regulations and guidelines address setbacks, parking, access, and screening of commercial activities from adjacent residential uses.

Table II-1 summarizes the site planning guidelines applicable to commercial districts in North Long Beach.

Figure II-1 illustrates setback requirements for both buildings and parking. Figure II-2 illustrates parking and access requirements.

Where the guidelines differ for pedestrian-oriented and automobile-oriented districts, those differences are called out. Unless otherwise indicated, the guidelines apply to all zoning districts. The guidelines are organized by the following topics:

- Site Planning
- Building Design
- Landscaping Design

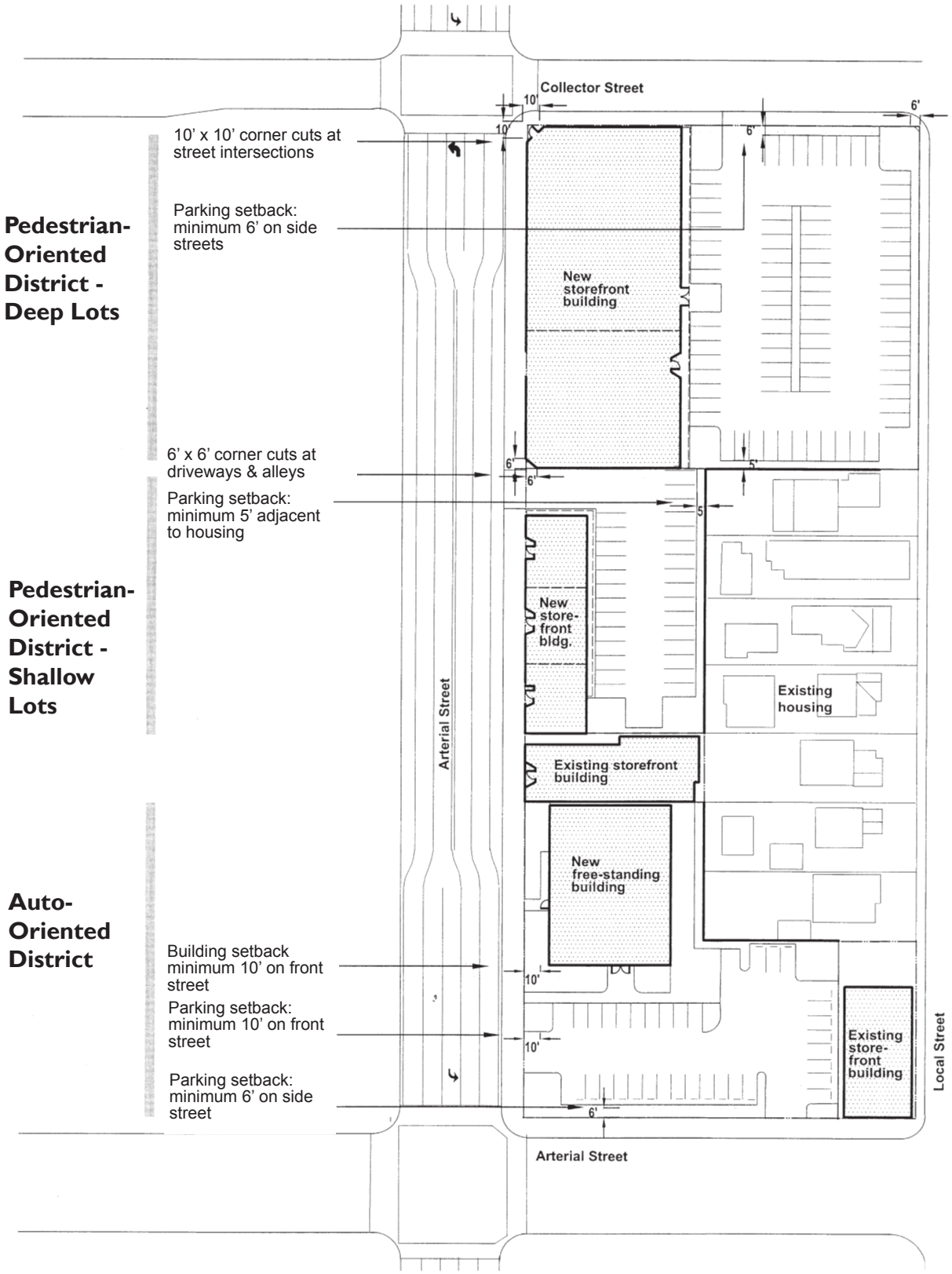
Sign Guidelines are in Section V and Streetscape Guidelines are in Section VI.

Table II-1 Commercial Site Planning Guidelines

TOPICS	GUIDELINES
Guidelines that Vary by Zoning District	
Building Setback from Front Property Line	***Pedestrian-oriented districts.*** 0' for 80% of front facade except: where sidewalks are less than 12' wide, as on Atlantic Avenue, and a right-of-way dedication is not required, buildings must be set back and the setback treated as part of the sidewalk to provide 12' wide sidewalks. ***Auto-oriented districts.*** Where feasible and appropriate to the site design and provided that the parking is visible from a street for police patrol purposes, parking should be located behind or next to, rather than in front of, buildings, particularly on parcels larger than 20,000 sf. In such cases, the building setback should be a maximum of 10'.
Parking Setback from Front Property Line	***Pedestrian-oriented districts.*** Parking should be located behind the commercial floor space in the building. Common parking areas with shared access for adjacent buildings are encouraged.
Guidelines that Apply to All Zoning Districts	
Minimum Cut-offs at Street Corners	10' x 10'
Access and Parking	
Required parking spaces	Any approved redevelopment area parking plan supersedes zoning regulations.
Curb cuts/driveways	
Location	From side street if feasible.
Width	Curb cuts should be the minimum width required by Zoning to minimize pedestrian conflicts.
Pedestrian access	A 4' wide walkway should be provided from the main building entry to the public sidewalk. Where possible, the walkway should be expanded to accommodate outdoor dining or seating.
Service/Loading Access	From front street during non-business hours only; from alley or side street during business hours.

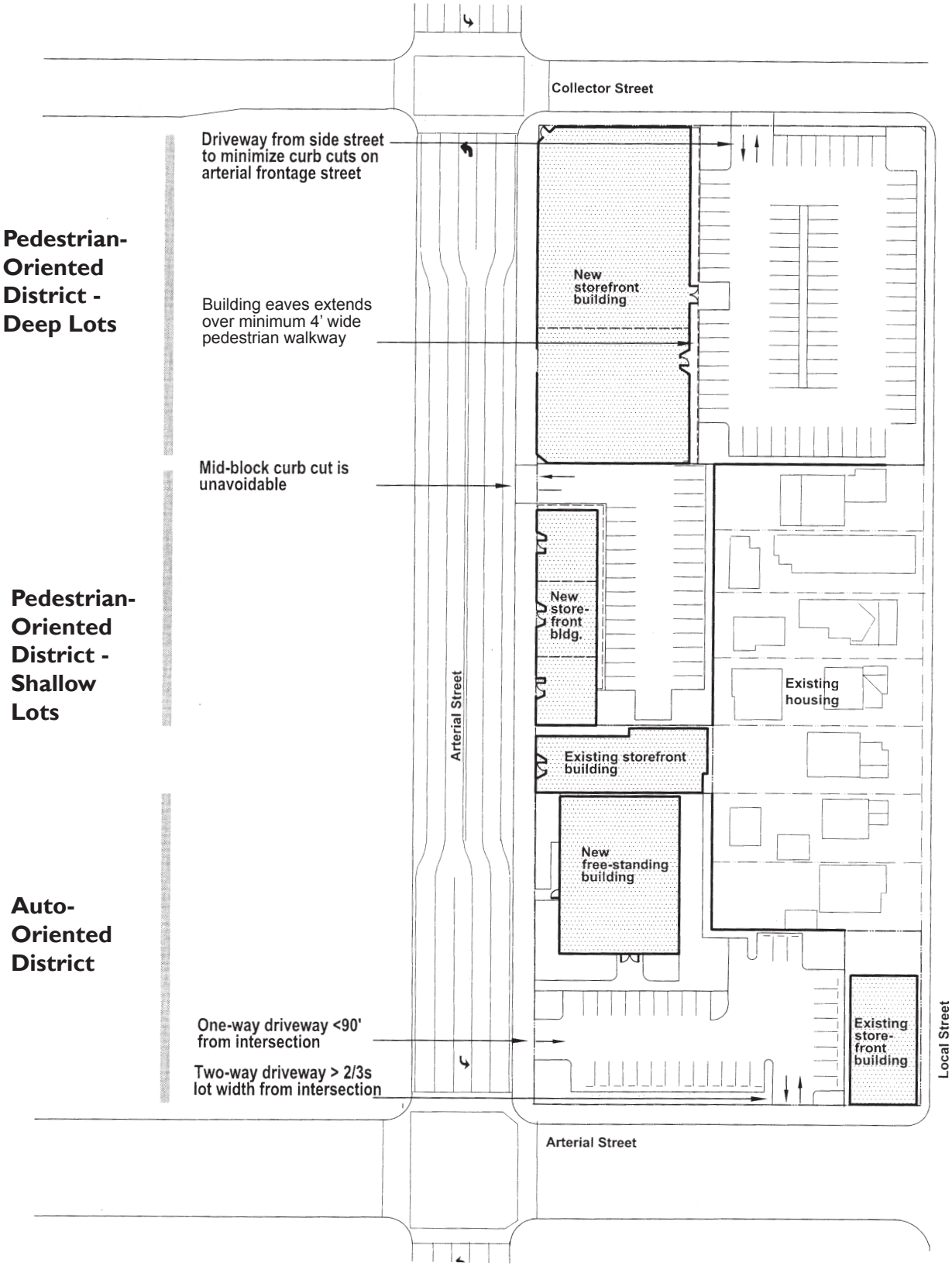
TOPICS	GUIDELINES
Outdoor Dining in Building Setbacks	Outdoor dining adjacent to the sidewalk is encouraged. It may be provided along segments of the building's front facade that are setback from the property line or within the building with the front facade opened to the sidewalk.
Outdoor Dining on Public Sidewalks	Outdoor dining on the sidewalk is also encouraged, provided that a continuous path of travel is provided along the sidewalk as required by ADA. The path of travel need not be in a straight line but should be maneuverable by a person in a wheelchair.
Crime Prevention	
Pay phones	Exterior pay phones should not be installed.
Site lighting	Site lighting should be on automatic timers to provide illumination during all hours of darkness. Areas under canopies and awnings should be illuminated. Metal halide lights is recommended.
Landscape maintenance	Tree canopies should be pruned up above 7'. Hedges, other than those around parking lot perimeters should not exceed 24 inches. Planting and lighting should be coordinated to avoid obstruction of illumination.

Figure II-1 Commercial Building Setbacks



1" = 90'

Figure II-2 Commercial Access and Parking



1" = 90'

Figure II-3 Commercial Site Planning Examples

Zero-setback storefront buildings with entries and display windows along sidewalk in pedestrian-oriented commercial districts.

10-foot setback on auto-oriented commercial districts.

Corner cut-off provides room for pedestrians and visibility.

Setback from sidewalk adjacent to parking lot.

Loading area screened from sidewalk by wall and landscaping.

Covered walkway between parking and building entry widened to accommodate outdoor seating.

Outdoor dining on sidewalk.

Outdoor dining in covered private setback.

C. Commercial Building Design

As described in the Overview to the Commercial Development Guidelines, there are two primary categories of commercial development in North Long Beach: pedestrian-oriented and auto-oriented development. In the pedestrian-oriented zones, the buildings' front facades are located along or within a few feet of the front property line, adjacent to the sidewalk, with primary entries to the tenant spaces from the sidewalk and the majority of the ground floor wall devoted to transparent display windows. In the auto-oriented zones, buildings are set back from the sidewalk, either behind a 10-foot wide landscaped setback or behind a parking lot that has a 6-foot landscaped setback. In North Long Beach in all commercial zones except Long Beach Boulevard in Bixby Knolls, the height limit is 28 feet.

Figure II-4 illustrates the range of architectural styles found in commercial buildings in North Long Beach.

A new building or an existing building that is being renovated has the opportunity to incorporate design elements that can make it compatible with the style of existing buildings in its vicinity. Table II-2 contains the building design guidelines to achieve that compatibility. Figure II-5 describes and illustrates the key elements of a typical storefront building, which, in its variety of architectural styles, is the prototype for all commercial buildings in North Long Beach.

Figures II-6 illustrates the application of the design guidelines for Deco/Zig-Zag/Moderne buildings (which are based on the guidelines developed by the Arroyo Group for Bixby Knolls) to a midblock building and a free-standing building.

For existing buildings where major renovations are not planned, simple facade improvements are some of the most cost-effective ways to improve the appearance of a shopping district. Facade improvements have been implemented on the west side of Atlantic Avenue in the Village Center and are planned for the east side, as illustrated in Figure II-7. Figure II-8 illustrates the use of simple, low-cost facade improvements - paint, awnings, signs, lights and new tile bulkheads - to typical storefront buildings. The improvements shown in Figure II-8 were achieved for $5,000 to $20,000 per storefront.

Figure II-9 provides examples of other typical pedestrian-oriented commercial development, both new and renovations. Figure II-10 provides examples of new auto-oriented commercial development.

In this low-cost facade improvement example, designed by Studio 111:

- *A variety of signs in different sizes, styles and lettering were replaced by one primary pin-mounted letter sign with the name of the store and smaller neon signs in the windows that describe merchandise.*
- *Exterior security grilles were replaced by smaller interior grilles that are not visible when they are open during business hours.*
- *Tile bulkheads along the base of each storefront bay were added.*
- *Goose-neck lights that illuminate the storefronts and the sidewalk were added.*
- *The building was painted; as an alternative, the bricks could have been cleaned and repointed.*

Figure II-4 Architectural Styles in North Long Beach

There is a variety of architectural styles in North Long Beach as illustrated by buildings on a two-block segment of Long Beach Boulevard at Market Street. Top two rows: Deco and Moderne; third row: Mediterranean; bottom row: 50s and vernacular.

Table II-2 Commercial Building Design Guidelines

These guidelines apply to both pedestrian- and automobile-oriented districts unless otherwise noted.

TOPICS	GUIDELINES
Building Uses	The ground floor along the street frontage should be occupied by retail uses.
Upper Floor Setbacks	The front building wall of second floors may not be set back relative to that of the first floor.
Corner Treatments	
Height and massing	*Existing one-story buildings*. Parapets at corners should be 5' higher than the adjacent parapet. *New buildings*. New corner buildings should have two stories New corner buildings should have a taller architectural element, such as a tower, at the corner (subject to revision of the zoning regulations or the granting of a variance). That element may be up to 30' in length along each street frontage and provide a maximum of 900 sf of usable space.
Corner cuts	Chamfered or curved corners with canopies over the adjacent sidewalks are commonly found in corner buildings in North Long Beach, providing the opportunity to establish a rhythm along the street. New and renovated corner buildings should be either chamfered with a minimum 10' x 10' corner cut or curved at a 10' radius.
Architectural Styles	A variety of architectural styles are found in North Long Beach (see Figure II-4), and that variety contributes to the character of the community. The most distinctive are the Art Deco/Zig Zag/Streamline Moderne styles of the 1930's, which can be seen at the corner of Long Beach Boulevard and Market Street. Also present are vernacular storefront buildings, Spanish Colonial and other Mediterranean-influenced styles, as well as 1950's buildings, including "Googie" style built on the sleek lines of the Deco and Moderne styles with added technological and organic forms and distinctive vertical sign elements. New projects should respect the existing styles in the area, but should not necessarily copy them. Forms, massing and details should be reinterpreted or assimilated into new project designs. The use of compatible materials and colors, based on the predominant historical style, can provide continuity.
Facade Design	Figure II-5 illustrates the elements found on a storefront building.
Floor-to-ceiling height	Floor-to-ceiling height should be at least 14'-0" to accommodate retail uses.
Street wall location	80% of the front façade should be at the front property line.
Consistent treatment	Building design, modules and materials used on main façade must be used on all other walls.

TOPICS	GUIDELINES
Articulation	Exterior elevations should be designed with articulations appropriate to the architectural style of the building to create visual interest and enhance pedestrian activity. Cornices, pilasters, structural bays, and/or other architectural elements should be used to break up facade planes. Ground-floor facades should be distinguished from upper floors by cornices, changes of material and/or other architectural devices.
Building modulation and articulation (building and storefront bay widths)	*Pedestrian-Oriented Districts.* Existing storefront buildings in North Long Beach vary in length and modulation. Deco/Moderne buildings are typically 30-45 feet long and divided into 3 bays, each 10 to 15' wide, with the building entrance in the center bay. Storefront buildings in the Village Center are 40 feet wide, with 1, 2 or 3 bays, which may be symmetrical or asymmetrical (see Figure II-7). New and renovated buildings should have similar bay widths as existing buildings in the same architectural style in their vicinity. Buildings that are between 1 and 2 times as wide as buildings in their vicinity, should either repeat the typical building module (for Deco buildings in the Historic Core a 3-bay module with 10-15 foot-wide bays) or increase the number of bays. Buildings more than twice as long as buildings in their vicinity should be designed as a series of separate buildings, divided into bays as described above. *Automobile-Oriented Districts.* Buildings should be modulated at intervals consistent with the buildings and bay modules in their vicinity (e.g., by pilasters and other storefront elements illustrated in Figure II-5, including individual entrances in each storefront bay, display windows, awnings and canopies). This modulation is particularly desirable where a single finish, such as stucco, is used. New and renovated buildings longer than 100 feet should be visually broken into 2 or more buildings, each not more than 100 feet wide.
Windows	Windows with a maximum 8% exterior daylight reflectance should comprise a minimum of 2/3s of the area of ground floor facade; wall sections without windows should not be more than 5' wide.
Entrances	Entrances should occupy not more than 1/3 of the ground floor façade width and should be recessed not more than 5' and located not more than 50' apart. The primary entrance to each commercial space on the ground floor should be located 1) on the front facade along the street and 2) centrally within the building module, except that a use that occupies the corner of a corner building shall have its entrance at the corner. If parking is located behind buildings, secondary rear entrances with good lighting should also be provided.

TOPICS	GUIDELINES
	Entrances to second floor uses are encouraged from the rear, adjacent to the parking. If a separate entrance to the upper floor(s) is provided from the front, it should be no more than 15' wide. Entrances to buildings in automobile-oriented districts should be located not more than 25' from the front property line.
Awnings	Awnings below the ground floor cornice (or below the sill of second story-windows if no cornice) and divided into sections to reflect major vertical facade divisions are encouraged where appropriate to the building architecture; plastic or translucent awnings are prohibited.
Alley façades	Rear facades that face alleys should be designed to relate to the front façade; and should incorporate business signage, lighting, graffiti- and vandal-resistant materials.
Roof Design	Roof design will be determined by the building's architectural style. Most storefront buildings in North Long Beach, including those in the Deco, Moderne and Vernacular styles, have flat roofs. Mediterranean style buildings typically have sloping tile roofs. Coffee shops of the 1950's often incorporated sloping roofs. Varied roof forms, such as towers, gabled roofs and extended eaves with rafters and corbels, may be used to add interest if consistent with the architectural style of the building. Where gabled or hipped roofs are used, their relationship to adjacent buildings should be considered. Sloped roofs should be at a pitch of between 3:12 and 6:12. Continuous mansard roofs are discouraged. Parapets can be used to break up continuous stretches of roof.
Materials	Materials should reflect quality, durability and consistency, where possible, with materials used in existing buildings along the street.
Walls	Smooth finished plaster is preferred. Brick, concrete, ceramic tile, stone (ashlar patterns, not river rock) and metal finishes are also permitted.
Bulkheads	Acceptable materials, consistent with building design include: brick, terra cotta, stone (ashlar patterns, not river rock), ceramic tiles, glass block, aluminum, stainless steel, bronze, and iron panels/grilles. Smooth finish plaster is permitted but not encouraged.
Restricted materials	Materials that have no relationship to the architectural style are not permitted. These include used, antiqued or imitation old brick, fake or cultured river rock, and exposed concrete block.

TOPICS	GUIDELINES
Colors	Colors should accentuate the architectural details of a building and be consistent with its style.
Wall colors	Three exterior building colors should be used to distinguish the main body, trim and accents. The base colors should be the lightest and the accent colors should be used sparingly. Two additional colors may be used on the main body to distinguish between upper and lower floors and/or as an additional trim color.
Sign colors	Sign colors should relate to the building colors. Signs may use up to 5 colors, which may include building wall colors.
Security Grilles	Visible security grilles and metal roll-down doors on the exterior of a building are prohibited. If security grilles are necessary, they may be installed on the interior of the storefront in a manner that renders them not visible from the outside when they are open. The color of the grilles should blend with the background to reduce their visibility when they are closed. Existing exterior security grilles and roll-down doors should be removed to comply with this guideline.
Architectural Lighting	
Corner lighting	Corners should be reinforced by illuminating the corner façades.
Facade lighting	A facade lighting style that is compatible with and reinforces the building's architecture should be used.
Glare	Visible direct lamp glare from unshielded floodlight fixtures is not allowed.
Crime Prevention	A separate alarm system should be installed in each tenant space; surveillance cameras may be appropriate at primary entries. Exterior roof access should not be provided. The site address should be visible and illuminated, including at the rear where alley access is available.

Figure II-5 Basic Elements of a Storefront Building

The following elements can be found in all store-front buildings. All these elements, except those labeled "optional," should be included in a new storefront building. Non-storefront buildings should incorporate some of the elements as described in Table II-2. The elements are numbered, corresponding to the numbers in the store-front building elevations shown below.

Roof

1. Flat roof with a parapet (Deco, Moderne and Vernacular styles - shown) or sloping (as appropriate to architectural style - not shown). In the Moderne style, the parapet may be stepped to provide modulation and emphasize the central module. The parapet should have a simple molding to emphasize its edge.

Cornice

1. Cornice with an optional pediment over the main building entry or center. In the Deco or Moderne styles, the cornice should be simple.

Upper Wall

2. Ornamentation or grilles.
3. Band course (secondary cornice) - typically at the roof line with the parapet wall above it - optional.

Second Floor

4. Window lintel - optional.
5. Windows should be inset from the exterior wall ("punched-out"), either symmetrically or asymmetrically arranged, and the number should be based on the storefront modulation. Windows may be combined into pairs, triples or bands.

Ground Floor

6. Band course (secondary cornice).
7. Storefront bays - the openings in the wall in which the storefront module is located. The storefronts are typically set back from the building wall. In the Art Deco and Moderne styles, the facade is typically divided into three parts.
8. Fascia signboard (may be integrated into signboard) - optional, not shown.
9. Transom windows, typically with multiple lights, 2-3' in height.
10. Display windows, which should be transparent glass.
11. Entrance door - recessed single door or double doors that are simple and transparent.
12. Pilasters which are expressed to the ground. In the Art Deco and Moderne styles, the verticality of the pilasters is emphasized with vertical flutings.
13. Storefront bulkhead, which appears distinct from the pilaster due to a set back and/or change of material and is 18-24" in height.
14. Canopy or awning - optional. In the Art Deco and Moderne styles, cantilevered or suspended canopy slabs that are integral to the building, rather than awnings, are typically used.

Figure II-6 Building Renovation Examples

Storefront in Pedestrian District:

Before. *Problems with this typical storefront on Atlantic Avenue in Bixby Knolls include a poorly defined storefront, a poorly sized and placed primary sign, a grossly oversized secondary sign, hanging signage from the canopy and visible mechanical equipment.*

After. *With the application of the Bixby Knolls Design Guidelines, which are summarized here, the following changes would take place: articulated storefront with pilasters and parapet, new transom windows, improved signage and no pennants.*

Big-Box in Auto-Oriented District:

Existing. *The blank facade along the street and parking lot is not welcoming and incompatible with other commercial architecture in North Long Beach which is articulated by a series of bays.*

Alternative. *If built according to these design guidelines, the building facades facing the street and parking lot would be articulated by a series of bays, some with glass windows, and a main entrance visible and accessible from both sidewalk and parking lot.*

These examples excerpted from:
Bixby Knolls Design Guidelines
The Arroyo Group

Figure II-7 Village Center Facade Improvements

Storefronts on the west side of Atlantic Avenue in the North Village Center that have been improved with paint, signs, awnings, lights and imagination.

Storefronts that have not yet been improved.

Figure II-8 Other Low-Cost Facade Improvement Examples

Left column: facades prior to improvements.Right column: the same facades with new paint, awnings, signs, lighting and, in some cases, new tile bulkheads and interior security grilles.

Facade renovations designed by:
Studio One Eleven
A Division of Perkowitz+Ruth Architects

Figure II-9 Pedestrian-Oriented (Storefront) Commercial/Mixed Use Examples

As specified in Table II-2 the ground floor along the street frontage of all these buildings is occupied exclusively by retail uses. While architectural style varies, the basic elements of a storefront commercial building remain intact, including: buildings are modulated by the use of repetitive bays; the front facade is largely transparent (either mostly glass or completely open); and awnings or canopies are used to reinforce the bays and provide shade.

A curved corner with canopies and an architectural element.

This new storefront building includes bays divided by pilasters that continue through the second story and reinforced by awnings.

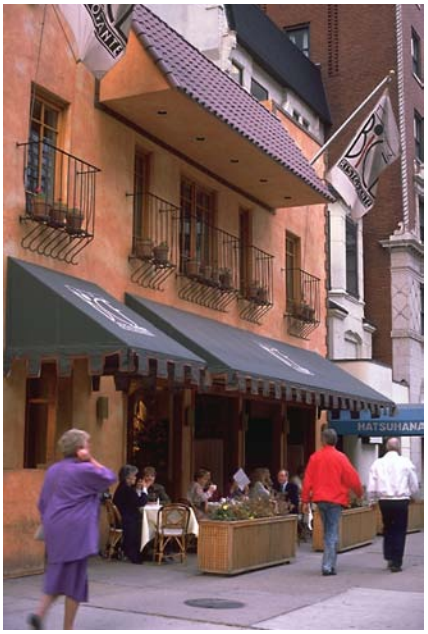
A single tenant in a small building might create a single continuous bay.

New canopies were added to this older building. Bays are retained and opened to the street.

The bays in a storefront building can be articulated even when a single tenant occupies what were historically separate shops.

Flower and produce displays that spill out onto the sidewalk while providing a clear path of travel on the sidewalk, as in the 3 images above, add life to the street scene.

Figure II-9 Pedestrian-Oriented (Storefront) Commercial/Mixed Use Examples (continued)



A variety of storefront buildings illustrate storefront elements including a zero to 5-foot setback from the property line along the sidewalk, ground floor walls that are largely transparent glass, repetitive bays, use of awnings to reinforce the bays and to define the outdoor dining space in the setback or on the sidewalk.

Taller buildings, including mixed-use buildings shown here, can maintain the same pedestrian-oriented retail activity along the sidewalk as a one-story building, and provide customers for the retail uses.

Figure II-10 Auto-Oriented Commercial Examples

This supermarket (4 images) shows how auto-oriented commercial buildings can include traditional retail elements, including modulation of the facade by a series of bays, articulation of the facade by a slightly taller central pediment and a strong cornice, awnings, and even a zero-setback condition along the sidewalk and sidewalk dining.

This big-box retail store, while setback behind parking in a more conventional manner, still modulates the facade with the use of a series of bays derived from traditional storefront architecture.

This supermarket building is modulated and articulated by pilasters, a continuous cornice, trellis structures and a central element at the entry.

D. Commercial Landscape Design

Landscaping can enhance commercial architecture in a variety of ways. It can provide screening and shading of parking lots and structures, complement a building and unify the street. It can make the shopping experience more pleasant by providing shade and attractive visual elements.

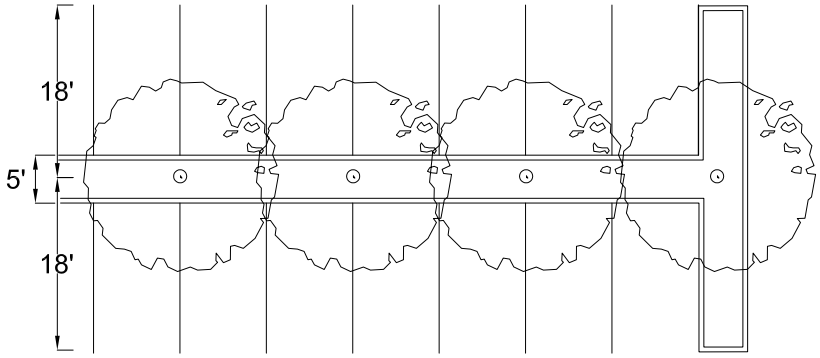
The commercial landscape design regulations and guidelines address landscaping of parking lot and building setbacks, parking lot interiors, and, in auto-oriented zones, building setbacks.

Figure II-11 Parking Lot Landscaping Examples. *These 6 photos show how well-maintained landscaping can make surface parking lots more attractive when viewed from the street or sidewalk.*

Table II-3 Commercial Landscape Design Guidelines

TOPICS	GUIDELINES
Landscaping of Required Setbacks	All required setback areas, except those abutting alleys or used for outdoor dining, should be landscaped with trees, shrubs and/or groundcover. The required setback from an abutting alley should also be landscaped unless used for a driving aisle. Decorative features, such as paving, rock work, fountains and ponds, may be used if consistent with site design and architectural style.
Landscaping of Parking Lots	
Perimeter screening	Required walls must be either concrete block finished in smooth stucco to match the building or poured in place concrete with vines planted to cover the walls on the parking lot side.
Adjacent to residential district	A minimum 6'-6" solid wall (not a wood or chain link fence) should be provided where a commercial parking lot abuts the rear or side yard of a residential lot. The wall should be 3' where it abuts the front yard of a residential lot.
Adjacent to residential district across an alley	One of the following should be provided adjacent to an alley with residential zoned or developed lots located across the alley: a minimum 6'-6" solid wall (not a wood fence); or a hedge of broad-leaf evergreen shrubs, such as *Ligustrum japonicum* (Japanese Privet) from 15-gallon containers planted 5' on center, or 6-10' tall clumping (not running) bamboo to provide a continuous green hedge at least 6' tall; or a combination of a solid wall and a hedge or row of trees.
Adjoining public street	A solid, compact hedge of shrubs, such as *Ligustrum japonicum* (Japanese Privet), that are 2' tall and 2' on center when planted and are maintained at a height of 3' or a minimum 18' tall planter or berm with a minimum 1' tall hedge should be provided. The 3' masonry wall permitted by zoning regulations is not recommended because the wall footing will reduce root volume in soil for required perimeter trees.
Parking lot shading	
Perimeter	A continuous row of canopy trees of a species that will have a minimum 30' diameter canopy within 10 years of planting should be planted 18 - 30' on center (1 tree per 2 or 3 spaces) depending on canopy spread in the required landscaped setback area to shade both the perimeter parking spaces and the adjacent sidewalk. Small "understory" trees may be planted between the canopy trees to achieve the spacing required by Zoning.
Interior	One tree per 4 parking spaces (excluding spaces shaded by perimeter trees) should be planted throughout the parking lot to provide shading of 50% of the parking within 10 years of planting. To achieve this goal, trees should be standard in form (single trunk), have spreading canopies that will reach a diameter of 30' within 10 years, and should be planted in a minimum planting

area of 60 square feet per tree without root barriers. A continuous planting area at least 5' wide, including curbs, should be provided between parking aisles. A 5' wide planting area will not increase the required aisle width since a car may overhang the planting area 2-6" with the curb serving as the wheel stop. The bumpers of vehicles manufactured after 1980 rarely extend more than 2' beyond the tires, leaving 1' for tree trunk diameter. However, to further reduce the potential for contact between trees and bumpers, trees should be aligned with parking space striping. Additional width should be provided wherever feasible.



Numerous species of trees, both evergreen and deciduous, are appropriate for parking lot planting. A list of commonly used street and parking lot trees can be found in "Street Trees Recommended for Southern California" (2nd Edition), published by Street Tree Seminar, Inc. (714-991-1900). Landscape architects can provide a more extensive range of choices.

Parking structures

Particular attention should be paid to landscaping around parking structures. A 6' wide landscaped strip should be provided on all sides with one tree that will obtain a mature height not less than the height of the structure per 20 linear feet of structure perimeter. Appropriate tree species for this condition are tall narrow trees, such as Hymenosporum flavum (Sweetshade). In addition, all sides of the structure must be screened with vines or other approved screening.

Landscaping of Alleys

Landscaping should be incorporated into alleys and rear yards as feasible.

Landscaping Over Parking Garages

Landscaped areas on the top of parking garages should contain sufficient soil to allow healthy growth of all plant materials to be planted.

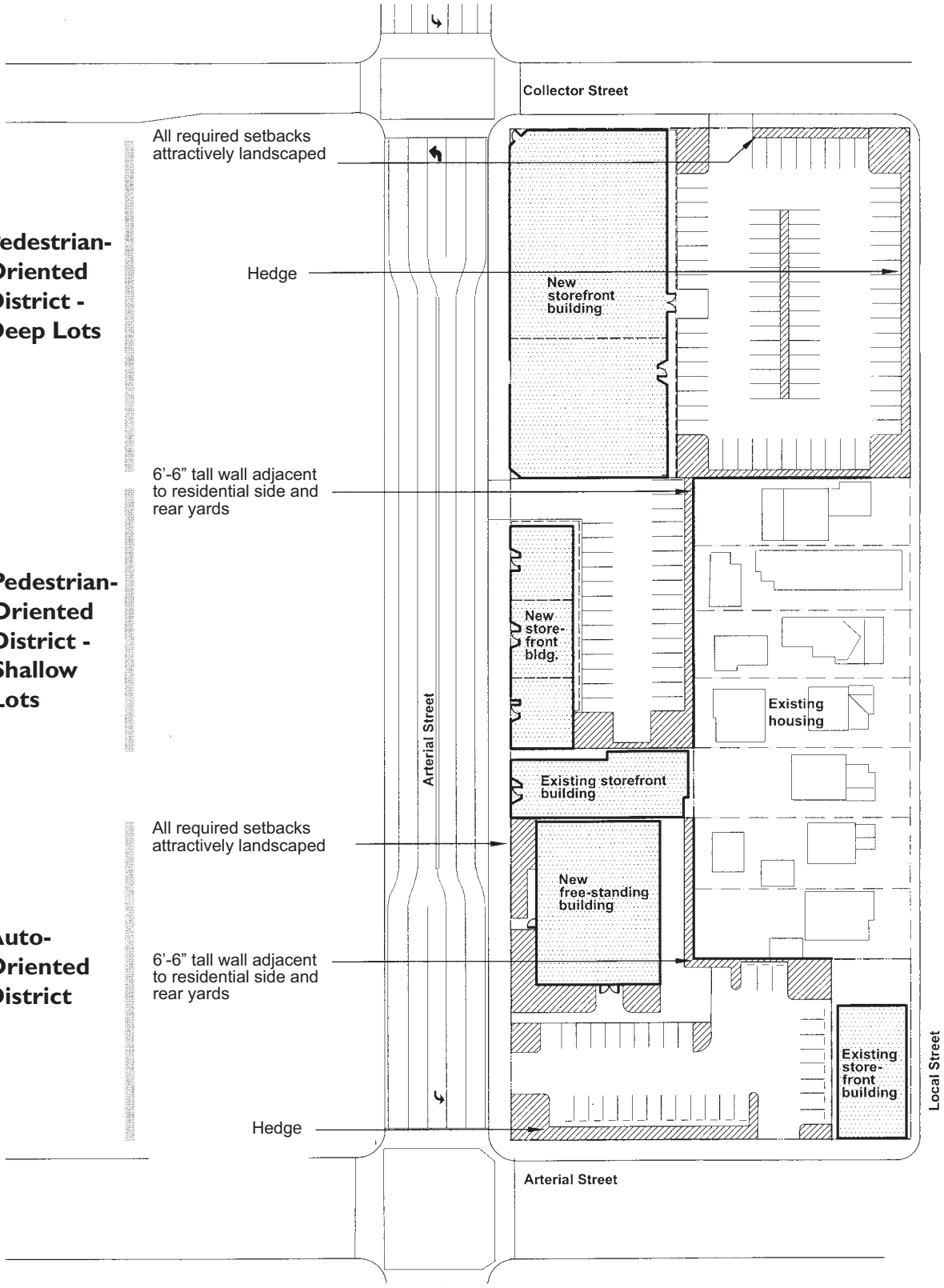
Paving

Paving should be kept to a minimum in required setback areas.

Shading of Buildings

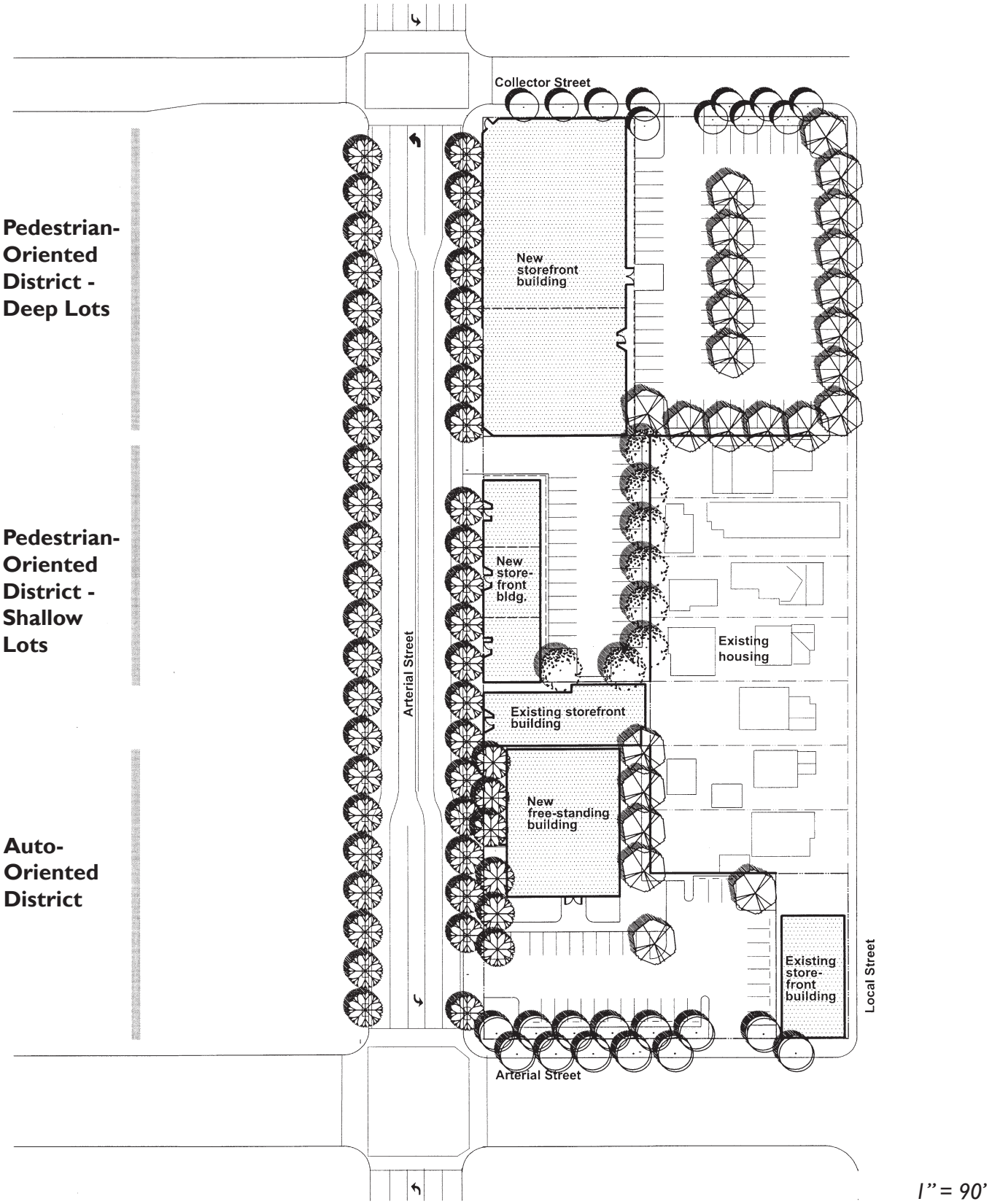
The east and west walls of buildings should be shaded with evergreen trees to reduce summer heat gain. South walls should be shaded with deciduous trees.

Figure II-12 Required Landscape Setbacks and Screening



1" = 90'

Figure II-13 Illustrative Use of Required Plant Materials



E. Application of the Guidelines to Pedestrian-Oriented Districts

Encouraging pedestrian-oriented shopping in North Long Beach is a high priority for the community. There are three primary locations where storefront buildings are occupied by retail uses that generate pedestrian activity along the street and have the potential for increased pedestrian activity. The most successful of these is Bixby Knolls, for which a separate set of design guidelines has been prepared.

The Village Center, which extends one block south and one block north of South Street on Atlantic Avenue, has been identified by the North Long Beach Strategic Guide as the primary pedestrian-oriented shopping district and proposed community focus for the area north of Bixby Knolls. Prior to formulation of the Strategic Guide, a facade improvement program had been undertaken along the west side of Altantic Avenue south of South Street. The Village Center is slated for streetscape improvements.

The Historic Core, located at the intersection of Long Beach Boulevard and Market Street, is a relatively active retail district that serves the local community, with grocery stores, restaurants, dry cleaners, sporting goods, public facilities and other businesses. As the original settlement in the North Long Beach area, it is important to the city's history and contains several buildings that are noteworthy from an architectural or historical perspective.

These attributes are similar to those of many small downtown districts throughout the country that have benefited from the implementation of design guidelines, in the context of a broader revitalization program, to both preserve historic character and stimulate pedestrian-oriented retail activity. The remainder of this section illustrates how implementation of the North Long Beach Design Guidelines can play an integral part in the revitalization of a pedestrian-oriented shopping district like the Historic Core.

Phase 1 land use changes proposed by the Strategic Guide.

Phase 2 land use changes proposed by the Strategic Guide.

1" = 90'

Design Guidelines as Part of an Overall Revitalization Program

Key objectives for the Historic Core commercial district include: 1) preservation/renovation of existing

buildings, 2) economic revitalization, and 3) enhancement of the pedestrian orientation of the district. The approach to revitalization established by the National Trust for Historic Preservation's Main Street program, which has been successful in hundreds of similar situations throughout the country, is recommended. Key actions include:

- A facade improvement program, in conjunction with an historic survey of individual buildings in the district and the district as a whole, to bring out and build upon the existing historic character of the district and of key buildings;
- An economic development strategy aimed at attracting a mix of uses that will both provide neighborhood services and complement the historic character of the district;
- One or more surface parking lots, ideally behind the existing storefront buildings or on vacant parcels.;
- Streetscape improvements, including corner curb extensions at crosswalks where feasible, enhanced crosswalk paving, street trees that will achieve a large enough size to provide scale to the street, and pedestrian-oriented street lights and furnishing;
- A merchants' association that provides coordinated advertising, promotions and events.

The solid red line shows the area designated by the Strategic Guide as a Neighborhood Commercial Node. That area and the area bounded by dashed lines were designated in the Streetscape Enhancement Master Plan for improvements to reinforce the existing pedestrian-oriented and historic character of the Historic Core.

Illustrative Application of Design Guidelines

The following examples illustrate the range of improvements that could be made through the implementation of the North Long Beach Design Guidelines in Old Virginia City. The buildings shown here have not been researched with respect to their architectural or historic character. Without historic surveys to establish the period of significance for the district and to determine the characteristics of each building during that period, accurate design responses cannot be determined.

However, for the purposes of illustrating the range of design

approaches that might be taken in this district, the examples on the next few pages make some assumptions about the defining characteristics (if any) of the buildings illustrated in order to represent the range of building characteristics and conditions and possible design responses. Those characteristics and conditions include:

- Known or potential historic landmark status buildings that require little or no facade improvements, just on-going maintenance and pedestrian-oriented uses. The Masonic Hall is an example of this building type. The masonry walls are well maintained. However, the original storefronts have been replaced by aluminum storefronts with tinted glass. Elements of the original storefronts, including solid bulkhead, which were likely tile, could be reintroduced, along with more appropriate awnings and signage.
- Buildings with a distinctive architectural style that may qualify for landmark status and that require minimal facade improvements to bring out their historic character. The architectural and potentially historic character of the Art Deco Furniture Warehouse Building, for example, would be enhanced by appropriate paint, replacement of tile bulkheads and signage. Awnings and lighting may also be appropriate.
- Buildings with a distinctive architectural style whose defining characteristics have been slightly altered, covered or removed and whose architectural and potentially historic character could be revealed by removing elements that cover the original building and restoring elements that have been removed. The two-story vernacular storefront building, occupied by the Full Wok Chinese Restaurant, illustrates this building type. It may benefit from removing the stucco on the first-floor facade and restoring the tile pilasters and bulkheads, as well as appropriate signage and lighting. This building was likely constructed with wood storefronts which were later replaced with aluminum. While it is typically not feasible to replace the aluminum storefront with wood, it is possible to restore elements such as the solid bulkheads under the display windows.
- Buildings that 1) may have possessed a distinctive architectural style, but whose defining characteristics have been altered to the extent that little

The Masonic Hall building on the northwest corner of Long Beach Boulevard and Plymouth St. is well-maintained, but could benefit from restoration of historic storefront elements and more appropriate awnings and signage.

The architectural character of this Art Deco building is relatively intact. Its biggest problems are excessive (and illegal) signage and deferred maintenance.

Paint, replacement of missing tile bulkheads, and signage that complements the building style, as well as awnings and facade lighting would reinforce its architectural character and make it more attractive to tenants and customers.

Street trees, pedestrian lighting and other streetscape improvements will add another layer of visual interest and help to unify the district.

of its original architectural character remains and would be difficult to re-create, or 2) had no distinctive style.

The masonry buildings on the southeast corner of Long Beach Boulevard and Plymouth Street may typify this building type. They may have had either exposed brick or stuccoed facades. They had tile bulkheads and columns, most of which are still in place and are just painted over or covered up. If the buildings were originally stuccoed, it would be appropriate to retain that finish. If they were originally brick, it may be preferable to remove the stucco and expose the brick. On the other hand, the stucco may be integral to the buildings' seismic retrofit and cannot be removed without significant structural changes or it may simply be too costly for the property owners to remove the stucco and repoint the brick. In that case, the buildings can be painted. In either case, they can be renovated to be compatible with their more distinctive neighbors and to contribute to the overall character of the district by restoring the existing tile bulkheads and replacing those that are missing, and by adding awnings, compatible signage and facade lighting.

Most of the buildings in the Historic Core would benefit from a reduction of sign clutter. Some have so many wall and window signs that it is difficult to determine the business name and what it is selling, much less to see what is in the display windows. As the stucco building example demonstrates, the use of different colors and simple signage can give greater visibility and identity to a business than a wall of competing signs.

Many buildings would also benefit from more attractive security grilles. The common exterior grilles hide the display windows and facade, which could be advertising the business even when it is closed. Exterior grilles are prohibited as they make buildings look unsafe or even abandoned when they are closed during the day. In contrast, grilles that are inside the storefront, either directly behind the window, or better yet, setback behind the display, are much less obtrusive and allow the window displays and signs to advertise 24 hours a day.

The first-story facade of this masonry building has been stuccoed and tile bulkheads and columns have been removed or covered.

This building can be returned to its original appearance fairly easily, with the removal of the stucco, replacement of tile bulkheads and columns and painting of second-story windows, as well as compatible signage.

Street trees and other pedestrian amenities will help unify this building with others in the district.

In some cases, it may be appropriate or necessary to retain the stucco finish on masonry buildings, for example, if it has always been stuccoed or if removing the stucco would affect the seismic safety system with which the building was retrofitted. In such circumstances, other elements of the buildings' architectural character may be restored, such as the tile bulkheads and other storefront elements. In addition, awnings, signage and lighting that are compatible with the pedestrian-oriented district and the character of the architectural landmarks in the district can be added.

Streetscape improvements can further enhance the pedestrian orientation of the buildings.

III. RESIDENTIAL DEVELOPMENT GUIDELINES

A. Overview

As noted in the Introduction, these design guidelines are intended to serve as a guide for property owners and developers who are planning new development projects or renovation of existing structures in North Long Beach and for City staff who review those projects. These design guidelines supplement zoning regulations and do not include development standards already contained in the zoning regulations. The zoning regulations should be thoroughly reviewed prior to beginning the development process.

Housing Design Problems and Opportunities

Far too much of the multifamily housing constructed in recent years is poorly designed, with few amenities for residents and is a detriment, rather than asset, to its neighborhood. Apartment buildings often overwhelm neighboring structures and ignore the established neighborhood character. Parking is visible from the sidewalk. Side and rear yards are paved with concrete and asphalt. Units are accessed from interior corridors that are filled with the stale smells of cooking and cigarette smoke. There is little or no usable outdoor space, especially outdoor space for children to play.

The City of Los Angeles Housing Department evaluated a series of successful housing developments throughout California that ranged in density from 13 to more than 100 units per acre. The projects are described in a publication entitled "Good Neighbors: Housing that Supports Stable Communities" which identifies a series of elements that contributed to the success of those projects. Those elements provide a solid foundation for good housing design in North Long Beach.

1. Put cars in their place. While parking was successfully accommodated in a variety of ways (above and below grade, and on the surface at the perimeter, in the middle or even in the front), in all cases, it was a subordinate element and did not overwhelm the housing.

Single-family homes facing the street. This example is the Renaissance Walk homes on Atlantic Avenue south of the 405 Freeway (14 units per acre).

Infill duplex with units that are not side-by-side and garages in back (17 units per acre).

2-3 story infill multi-family housing with subterranean parking (40 units per acre).

Long Beach zoning regulations require that parking be enclosed in a garage, except in large development projects, that is, projects with more than 40 units, where surface parking is permitted with site plan review. To avoid becoming the dominant element, garages for single family homes, duplexes and townhomes should be located on the rear half of the lot (with alley access if possible) or, if attached, integrated into the architecture of the building. Parking for multifamily housing may be in garages or in surface lots that are screened from view by buildings or landscaping, or fully subterranean.

Front doors and porches should be visible from the street (top); parking should be hidden behind.

2. Respect existing neighborhoods. Each of the successful projects respected the massing, scale and architectural character of its neighborhood. Most reinforced valued historic characteristics of the existing community by incorporating elements of their scale and building form into the design.

This Santa Monica housing emulates the detailing and character of bungalows in the neighborhood.

3. Include the street. Much of the future housing development in North Long Beach will be located on shallow lots along major streets. Those streets need to be included in the design of each housing project. Parkways and street trees, together with landscaped setbacks, create the front yard and buffer the housing from traffic. With an attractive front yard, entries can be oriented along the street.

Parkways, street trees and landscape setbacks create the front yard environment.

4. Provide places for residents to spend time outdoors. While the amount of open space varied among the successful projects, they all make good use of what was available, by providing a combination of common outdoor recreational areas and private gar-

dens, patios and porches. Common open space in courtyards, in particular, can provide a protected play area for children.

Play areas can be incorporated into the common area.

5. Value trees and landscape. Most of the projects evaluated used landscaping to soften building forms and to screen harsh urban environments. Side and rear yards are landscaped and paving is limited to functional areas, such as walkways, terraces and patios. Where parking is below grade, the building design can provide at-grade areas in key locations for large trees.

Landscaping can be incorporated over parking decks, as shown here. At-grade landscape areas should be provided whenever possible to accommodate larger trees.

6. Bring architecture to the sides and back. The design of the street facade is continued through to the sides and interior facades. In addition, the side and rear yards are landscaped and incorporate usable open space.

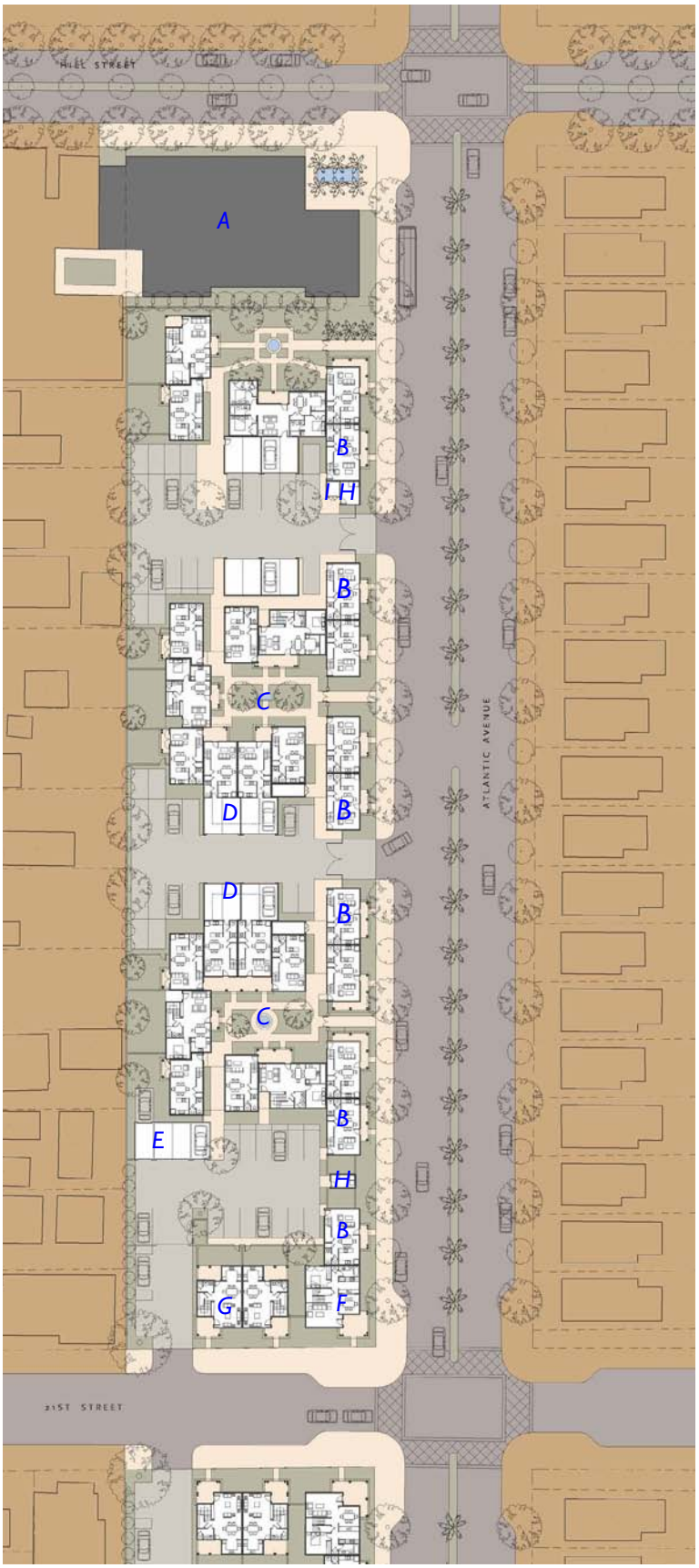
The architecture and materials on the side are the same as the front with balconies incorporated for use and views.

7. Celebrate sunlight. Allowing natural light and ventilation into living areas is a key to livability.

8. Offer apartment residents a vision of "home." The most successful housing developments provide residents with a positive and memorable environment. The sense of "home" can be provided in a variety of ways, for example, the use of a traditional building form with sloped roofs and massing and details that might be taken from a house, including a front porch or the incorporation of distinctive common open spaces. Individual entries from the street with a street address can make an apartment feel more like a home.

Individual entries from the street with a street address can make an apartment feel more like a home.

Figure III-1 Some Local Examples



A. *Library expansion.*

B. *Housing screens view of parking from street. Front doors, porches and public rooms face the street.*

C. *Courtyard housing is oriented around a secured, lushly landscaped communal outdoor space.*

D. *Garages with bedrooms above help reduce the scale of the parking court by dividing it into two smaller courts.*

E. *Garages are placed at the end of the driveway to conceal cars from the street.*

F. *This corner unit acknowledges both streets with wrap around porches and entries and public rooms that face the street.*

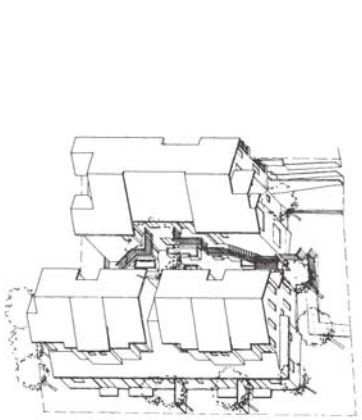
G. *Duplex is oriented with its front door and porch facing the street.*

H. *Common laundry room.*

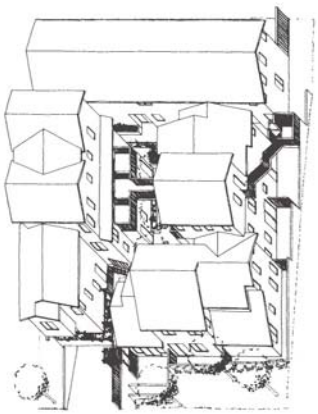
I. *Common trash room/enclosure.*

This example excerpted from:
Long Beach Work Force Housing Master Plan
Moule & Polyzoides

Figure III-1 Some Local Examples (continued)

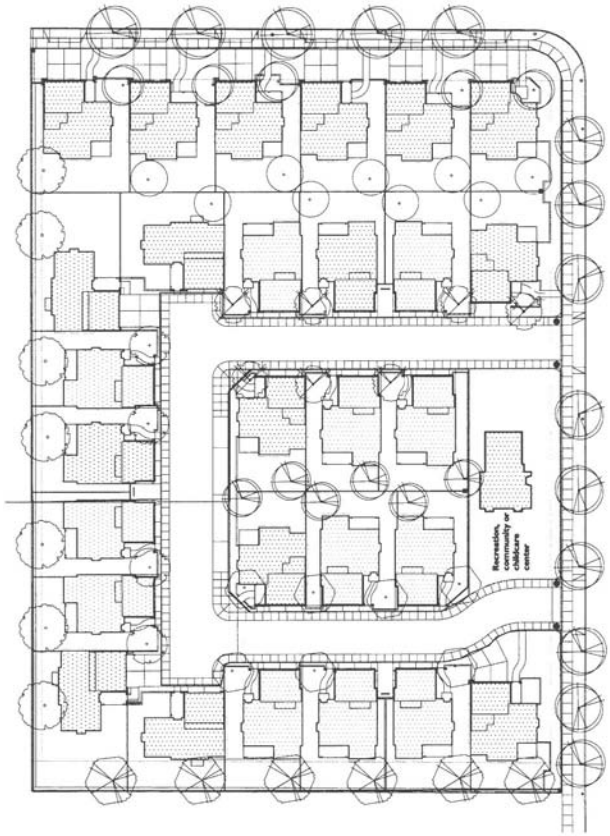


3005 Highland Avenue



518 Pier Avenue

The Ocean Park Housing Cooperative, designed by Appleton, Mechur & Associates for the Community Corporation of Santa Monica, is a series of village-like complexes located on 5 sites in the same neighborhood. Small, separate, 2-to-3-story buildings at densities of 40 units per acre with subterranean parking, incorporate variations in massing, roof lines, balconies and other architectural elements derived from the character of bungalows in the neighborhood. Each site is organized around a courtyard, with individual entries off the common court spaces, and private yards or decks behind.



These small lot homes, designed and developed by Mekeel Vinson and located in Panorama City, provide home ownership opportunities at affordable prices. The homes, at 14 units per acre, are each approximately 1,700 square feet in size with a front and back yard. The project includes a child care center.

Most of North Long Beach is zoned for single-family housing (R-1-N zone). Multifamily housing is permitted in a few locations, most often along arterial streets or adjacent to commercial zones. In the R-2-N zone, only two units are permitted on a single lot. In the other multifamily zones in North Long Beach, townhomes or flats are permitted.

In these multi-family zones, courtyard housing is the preferred configuration. Courtyard housing is an architectural type consisting of townhomes or flats arranged around common open space. The first example in Figure III-1 on page 42 shows how, in a single development project along an arterial street, either townhomes or flats can be arranged around a series of small open spaces to create housing that is set back from the street and at the same time visible from and having "eyes on" the street through the courtyards.

Townhomes, duplexes, triplexes and quadplexes on single lots, articulated as large single-family homes, may also be acceptable. Well-designed quadplexes, in particular, can be used to provide compatible multi-family housing on single lots in the R-4 districts.

B. Residential Site Planning

The focus of the Strategic Guide is on infill housing along major streets. A key consideration is the orientation of the residences relative to the major street. Courtyard housing, in particular, provides flexibility in siting housing along major streets. Units that are grouped around a series of courtyards can provide a visual presence along the street. At the same time, entries and living spaces can be oriented toward the courtyards, which are quieter and less public than a busy arterial street.

Key objectives of the site planning guidelines include less emphasis on the car, respecting the neighborhood and providing usable open space.

Table III-1 Residential Site Planning Guidelines

TOPICS	GUIDELINES
ALL HOUSING TYPES	
Vehicular Access and Parking	
Location	Vehicular access should be taken from a paved alley whenever possible.
Driveway/Curb Cut Width	Driveways and curb cuts should be the minimum width allowed by zoning to minimize pedestrian conflicts.
Garage Location	Garages on the back half of the lot or screened from view by housing units or landscaping are strongly encouraged.
Design of driveways to rear lot garages	Driveways that provide access from the street to the back of the lot should be designed to serve as outdoor space as well as for vehicular access (although this space does not qualify as usable open space to meet zoning regulations). Attractive paving patterns, grasscrete or a mix of concrete pavers and plant materials are encouraged.
Alleys	Space for landscaping should be provided adjacent to alley garage entries where feasible. Typically, pockets of landscaping can be provided between garages.
Neighborhood Compatibility	
Overall site design	New housing should contribute positively to the existing neighborhood and should be in harmony with surrounding, largely single-family neighborhoods.
Entrances and windows	Entrances and windows, not garages, should be the dominant elements of the front facades.
Front porches	All residences should be accessed from porches that face either the street or a common open space.
Building facades	On corner lots, the sides of buildings should be planned so both facades enhance the street.
Trash Receptacles	Trash receptacles should be screened from view. In development with 4 or more units, enclosed common trash areas must be provided in sufficient quantity to accommodate all refuse generated. In developments with less than 4 units per lot, trash receptacles may not be stored in the alley. They should be stored out of public view, either in the garage or in a designated trash enclosure.
Security gates and fences	Security gates and fences should be located behind the street face of adjacent buildings, i.e. security gates shall not align with or protrude beyond the street face of the adjacent structure.

TOPICS	GUIDELINES

ALL MULTI-FAMILY HOUSING

Usable Open Space

Configuration of common open space

Courtyards are encouraged as they provide protected common open space that is large enough to be usable by residents. In the R-4 districts, usable common open space should be maximized and buildings should be used to define and enclose common open spaces. Courtyards should be at least 30' by 45' to be usable.

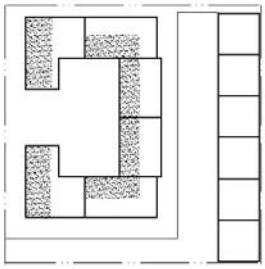
Open space hierarchy

Public, communal and private open spaces should be clearly distinguishable from one another.

Frontage

Orientation of living space

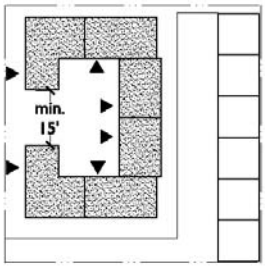
Living spaces, such as living rooms and dining rooms, should be oriented toward courtyards or, for units that face the street, toward the street.



Unit entries

Ground floor units should have direct access from porches facing streets or courtyards. Second floor units should be accessed by interior or exterior stairs from a ground level porch, with no more than two units per stairway.

Stoops, porches, and arcades should be used to provide a transition from public to private/indoor to outdoor at the entrance to units.



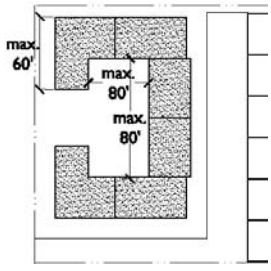
Private patios

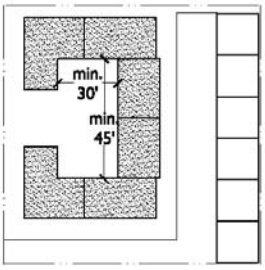
Private patios can be located in a courtyard if the courtyard exceeds 60 feet in width or in front yards facing the street if they are defined by a low wall (36" max.) or hedge. Patios can also be located on the service side of a unit.

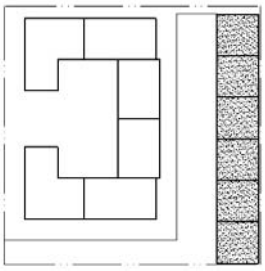
Site entries

Site entries, both pedestrian and vehicular, should be distinguished by elements such as columns or arbors and changes in texture, materials and form.

TOPICS	GUIDELINES
Exterior Lighting	
Function	Exterior lighting should be designed for specific tasks, including illumination of paths, entry ways, parking, streets and common areas.
Height	Lights that are mounted on poles or posts should be only as tall as is needed to accomplish their particular task and typically should not exceed 12'. In particular, ground lighting can effectively light paths, entrances and landscaping.
Glare control	Fixtures should incorporate cutoffs to screen the light sources from the view of other residences and motorists.
Consistency	Fixtures and poles/posts should be consistent throughout the project.
COURTYARD HOUSING	
Access	Units facing the courtyard should be accessed from a porch facing the courtyard. Units facing the street should be accessed from a porch facing the street. The entrance way to a courtyard from the street should be at least 15' wide.
Building Length	Continuous segments of building walls facing a public street should not be longer than sixty feet (60'). Building walls facing the courtyard should not be longer than eighty feet (80').
Courtyard Configuration	Courtyards should be a minimum of 30' by 45'. Porches may protrude up to a maximum of 5' into the courtyard space. Full courtyards are defined on all four sides by buildings. Partial courtyards are defined by buildings on three sides. Full courtyards are preferred. Partial courtyards adjacent to parking lots should be screened by a minimum 5' wide landscape zone. Courtyards should be visible from the street.





TOPICS	GUIDELINES
Parking 	Parking should be located behind, under, or on the side of the court. Parking should be fully secure and not visible from the street. Pedestrian access to subterranean parking should be from the courtyard. Elevators and stairs to subterranean parking shall be absorbed into the body of the building and not be free-standing elements located in the center of the court.
Natural Light and Air	Where feasible, courtyards should be oriented to receive maximum exposure to the southern sky and buildings should be massed to maximize the exposure of neighboring buildings to light and air.

DUPLEX, TRIPLEX AND QUADPLEX HOUSING

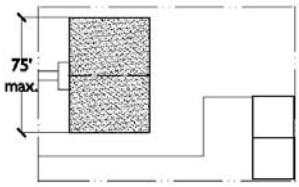
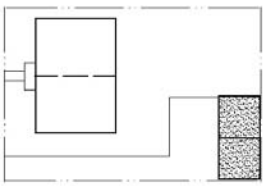
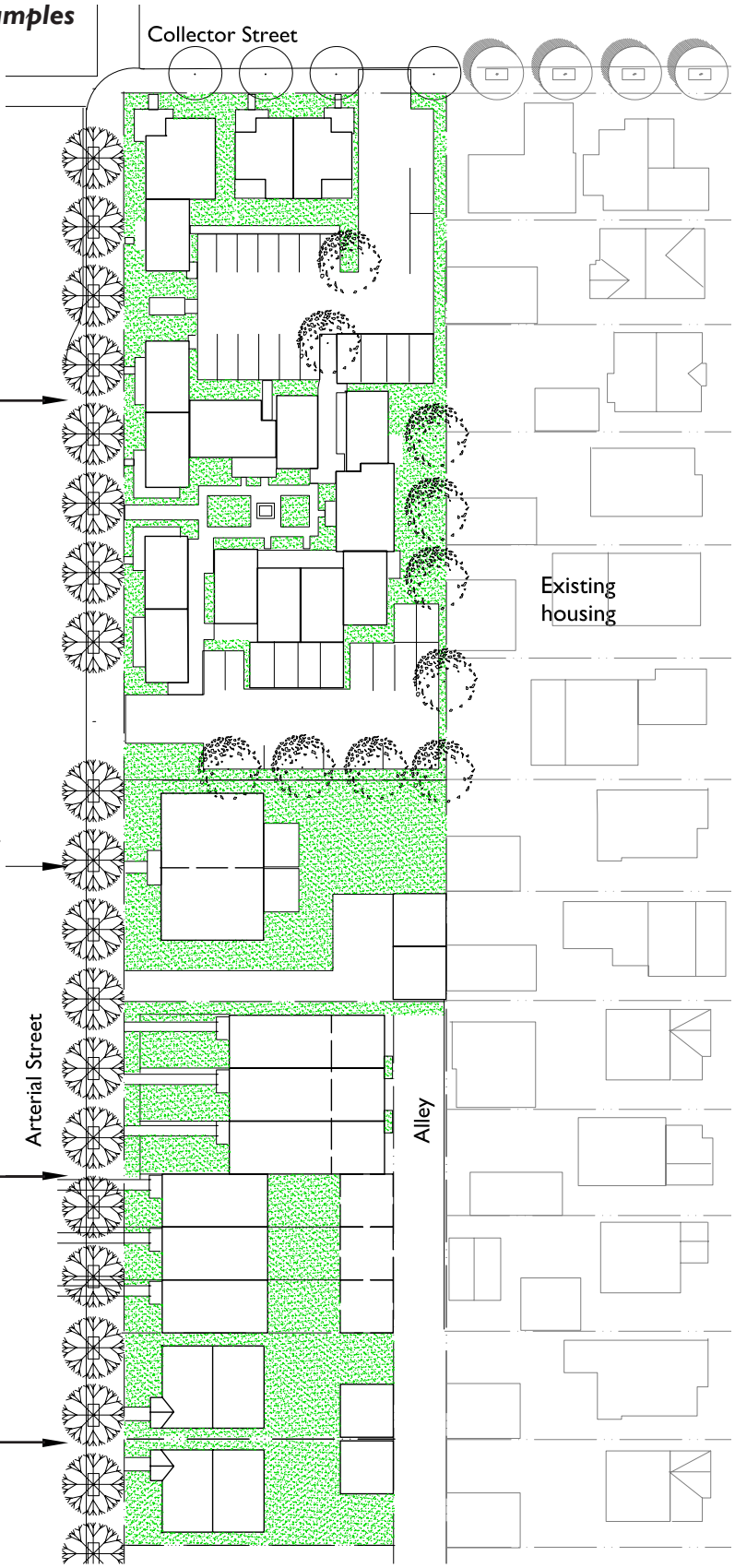
Frontage	All porches should be partially covered with a roof, trellis, or second-floor building mass. Corner units should have porches that face both streets.
Building Length 	Buildings facing a public street should be no longer than 75'.
Yards	Side yards should be a minimum of 5' for a one-story building and 8' for a two-story building. Back yards should be a minimum of 10' by 10'. Front yard landscaping should not exceed the height of the front porch.
Parking 	Parking should be located behind each building, fully secured and not visible from the street.

Figure III-2 Residential Site Planning Examples



Courtyard Housing

Mix of garages and surface parking, both screened from view by buildings or landscaping. Surface parking is permitted with site plan review for projects with more than 40 units and densities less than 29 units/acre. (These courtyards qualify for site plan review because they are part of a large project across the street.)

Housing is oriented around common, usable open space.

Units are a mix of one and two stories.

Unit entries are oriented toward the courtyards or streets.

Front yard setbacks ma be reduced through site plan review in order to maximize usable open space in the courtyards.

Quadplexes

Garages are in the rear half of lot with driveway access on the side.

Front entries with porches are oriented toward the street.

Common open space is provided in the back with private patios and balconies adjacent to units.

Townhomes

These townhomes have alley access.

Garages in upper 3 units are tucked under the units. Units are set back with yards in front.

Garages in lower 3 units are detached with yards between the units and garages.

All units have front entries from porches oriented to the street.

Single-Family Homes

Garages are in the rear half of the lot with alley access.

Front entries with covered porches are oriented to the street.

C. Residential Building Design

Key objectives of the residential building design guidelines include:

- Subordinating cars
- Respecting the neighborhood, including the scale and design of surrounding development - by not overwhelming the neighbors and incorporating compatible design elements
- Consistent architecture on all sides
- Providing sunlight, natural ventilation and privacy
- Quality design, materials and finishes
- Variety of forms within a consistent style
- Creating not just a housing unit but a home

Top: In the past, residential buildings were designed to be compatible with their neighbors, both in scale and style.

Middle: Often new buildings, including single family homes, are not as sensitively designed.

Bottom: This apartment building tries to be compatible in scale and style with its older single-family neighbor.

Recently constructed higher density housing in cities like Pasadena (top 2 images) and San Francisco (bottom) has provided a sense of scale, quality design and an attractive living environment along major streets.

Table III-2 Residential Building Design Guidelines

TOPICS	GUIDELINES
ALL HOUSING TYPES	
Neighborhood Compatibility	New housing should enhance the visual and architectural character of the neighborhood.
Common Vocabulary	The architecture within a housing development should reflect a common vocabulary of building massing, forms, architectural elements and materials, and at the same time, express variation among individual buildings. Building design should draw upon and complement noteworthy architecture in the surrounding neighborhood. Each individual building should employ a single architectural style, rather than a mix of different styles. All facades of a building, including sides and rear, should employ the same style and have the same vocabulary of forms, details and materials.
Massing	All facades should be well-composed and articulated. A variety of architectural strategies should be used to articulate the massing of a building, including variations in building height, bay windows, chimneys, dormers, second floor balconies, trellises, recessed volumes, corner balconies, stepped-back top floors, and varying roof slopes. Buildings should be well-proportioned. Symmetry and aligned porches and windows can be effective, although a skilled architect can use asymmetry just as effectively.
Roofs	Roofs on a building and its garage generally should be consistent, employing the same roof type (hipped, gabled or flat), slopes and materials. Roof forms should cover the entire width and depth of a building. Superficial roof forms, such as mansards, affixed to the buildings are not permitted.
Porches and stoops	Porches and stoops with trellises, awnings or roofs provide shelter from rain, as well as define unit entries. Porches should be raised a few feet from street level.
Windows and Doors	Window and door placement, size, material and style should help define a building's architectural style. Careful attention should be given to the exterior as well as interior pattern of windows. To prevent wall surfaces from being monotonously flat, windows and doors should be recessed at least 2-1/2 inches from the face of the finished exterior wall. Plant-ons to achieve the required recess are not allowed. If a window contains divided lites (multiple panes), they should be either true divided lites or a quality simulation in which the muntins (dividers) are placed

TOPICS	GUIDELINES
	on both the interior and exterior. To clearly define the entrance to a residence, front doors should be painted or stained a unique color, use distinctive hardware, and be well illuminated at night. Metal security doors and exterior security grilles are not acceptable.
Balconies	Balconies are most attractive and useful when integrated into the architecture of the building, for example, as a recessed element or a deck over porch. Balcony railings should be largely solid or opaque up to 42" high to screen items stored on the balcony from view.
Accessory Elements	Stairways, fences, trash enclosures and other accessory elements should be designed as integral parts of the building's architecture.
Materials, Finishes and Color	Materials, finishes and colors should provide an enduring quality and enhance the architecture and massing of each building.
Consistent vocabulary	All facades of a building should employ the same vocabulary of materials. For example, if the front facade is shiplap wood siding, the sides and rear should have the same siding, not stucco.
Durability and quality	All materials should be durable and of a high quality, for example, unglazed clay tile or architectural composition shingles for roofs and integrally colored or painted stucco, cementitious fiber board, or metal siding for walls. Materials that are short-lived, garish or insubstantial should be avoided, for example, composition roll roofing and vinyl, T-111, plywood, or composition-shingles for walls.
Stucco finishes	Stucco should have a smooth finish, such as a smooth trowel or fine sand float finish. Textured, lace or rough sand finishes are not acceptable.
Paint colors	Painted surfaces should use colors that reinforce the architecture of the building and are compatible with natural materials used in the overall project.
Natural Light and Air	Natural light and cross ventilation should be provided to all rooms. Each unit should have two sides exposed to the outdoors with operable windows. Where possible, windows should be located to take advantage of prevailing breezes to improve cross ventilation.

TOPICS	GUIDELINES
SINGLE-FAMILY HOMES	
Mix of Models	Block frontages should include at least 3 distinct models, plus variations for corner lots. Homes of the same model, including reverse floor plans, may not occur on adjacent lots. Each block face should include a variety of 1- and 2-story elements and both horizontal and vertical articulation.
Variation Among Buildings	For larger projects, variation among buildings should be provided through variations in building design within the same architectural style.
ALL MULTI-FAMILY HOUSING	
Visual Interest	Visual interest should be created by articulation of facades, variation in forms and color, and architectural details such as balconies, rafter tails, and awnings.
Transition to Single-Family Neighborhoods	Portions of multi-family buildings that face or are directly adjacent to single family homes should be designed as, or to appear as, homes of a similar scale.
COURTYARD HOUSING	
Massing	All buildings should be single-family house derivative and compatible. Units or parts of units can be incorporated into one house form. Roof volumes may be occupied by habitable space. Two-story buildings shall be located to maximize the reach of sunlight into courtyards and patios.
DUPLEXES, TRIPLEXES AND QUADPLEX HOUSING	
Massing	All duplexes, triplexes, and quadplexes should be articulated as large single family homes. Buildings can be designed either as stacked flats or abutting townhouses. Roof volumes may be occupied by habitable space.

D. Residential Landscape Design

Landscaping can contribute greatly to neighborhood compatibility. It can give a housing development a unique personality. It can also provide shade and buffer the housing from the street. On-site landscaping of front, side, and rear yards, as well as courtyard spaces, can enhance the living environment and help create outdoor living space that can be used year round in Long Beach. Landscaping of adjacent parkways, including street trees that will achieve a significant scale at maturity, can transform the character of a housing development, as illustrated in the photographs. Landscaped parkways can also provide a buffer for both residents and pedestrians from traffic on the street.

The landscape design of this apartment building on Atlantic Avenue, which incorporates both the site and parkway, contributes to the character of the building and makes it a more attractive living environment.

The trees in the upper two photos will probably never achieve the scale of those in the lower two photos because they are planted in small tree wells with root barriers, instead of in parkways.

Table III-3 Residential Landscape Design Guidelines

These guidelines apply to the R-3 and R-4 Districts and not to the R-1 and R-2 Districts.

TOPICS	GUIDELINES
Landscaping of Required Setbacks	All required setback areas, except those abutting alleys should be landscaped with trees, shrubs and/or groundcover. The required setback from an abutting alley should also be landscaped unless used for a driving aisle.
Courtyard Landscaping	Courtyards and other common areas should be landscaped to be usable outdoor spaces, accommodating informal outdoor activities such as small gatherings and play spaces for children.
Shading of Buildings	The east and west walls of buildings should be shaded with evergreen trees to reduce summer heat gain. South walls should be shaded with deciduous trees.
Sustainable Plant Materials	The majority of plant materials should be drought tolerant and require relatively low maintenance.
Pedestrian access	A decorative paved walkway that is separated from and does not cross the driveway should be provided between the sidewalk and the entry to each unit facing the street.
Paving	Except for walkways to residences, paving should be kept to a minimum in required setback areas. Driveways and parking lots should be permanent materials such as concrete pavers, colored concrete, or concrete combined with decorative pavers or brick bands. Asphalt is not acceptable.
Fences and Gates	Fences and gates separating public or common areas, including between courtyards and the street or parking courts, should be transparent in character and set back from street face of building. Gates or fences enclosing backyard private space may be opaque. Fence and gate design should match the character of the adjacent building architecture. Colors should be coordinated with building color. To create visual interest, vertical and horizontal members that comprise a fence or gate should differ in size and profile. Chain link fences and standard tubular steel picket fences (3/8" square space 4" on center) are not acceptable.

Landscaping of Parking Lots

Perimeter screening

Required walls must be either concrete block finished in smooth stucco to match the building or poured in place concrete with vines planted to cover the walls on the parking lot side.

Adjacent to residential district

A minimum 6'-6" solid wall (not a wood or chain link fence) should be provided where a commercial parking lot abuts the rear or side yard of a residential lot. The wall should be 3' where it abuts the front yard of a residential lot.

Adjacent to residential district across an alley

One of the following should be provided adjacent to an alley with residential zoned or developed lots located across the alley: a minimum 6'-6" solid wall (not a wood fence); or a hedge of broad-leaf evergreen shrubs such as *Ligustrum japonicum* (Japanese Privet) from 15-gallon containers planted 5' on center, or 6-10' tall clumping (not running) bamboo to provide a continuous green hedge at least 6' tall; or a combination of a solid wall and a hedge or row of trees.

Adjoining public street

A solid, compact hedge of shrubs, such as *Ligustrum japonicum* (Japanese Privet), that are 2' tall and 2' on center when planted and are maintained at a height of 3' or a minimum 18' tall planter or berm with a minimum 1' tall hedge should be provided. The 3' masonry wall permitted by zoning regulations is not recommended because the wall footing will reduce root volume in soil for required perimeter trees.

Parking lot shading

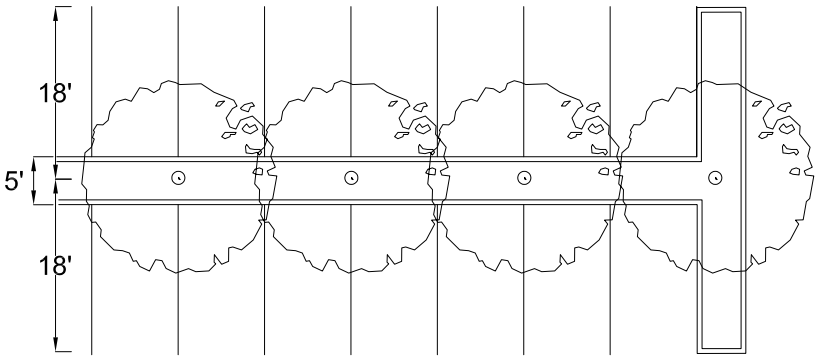
Perimeter

A continuous row of canopy trees of a species that will have a minimum 30' diameter canopy within 10 years of planting should be planted 18 - 30' on center (1 tree per 2 or 3 spaces) depending on canopy spread in the required landscaped setback area to shade both the perimeter parking spaces and the adjacent sidewalk. Small "understory" trees may be planted between the canopy trees to achieve the spacing required by Zoning.

Interior

One tree per 4 parking spaces (excluding spaces shaded by perimeter trees) should be planted throughout the parking lot to provide shading of 50% of the parking within 10 years of planting. To achieve this goal, trees should be standard in form (single trunk), have spreading canopies that will reach a diameter of 30' within 10 years, and should be planted in a minimum planting area of 60 square feet per tree without root barriers. A continuous planting area at least 5' wide, including curbs, should be provided between parking aisles. A 5' wide planting area will not increase the required aisle width since a car may overhang the planting area 2-6" with the curb serving as the wheel stop. The bumpers of vehicles manufactured after 1980 rarely extend more than 2' beyond the tires, leaving 1' for tree trunk diameter. However, to further reduce the potential for contact between trees and bumpers, trees

should be aligned with parking space striping. Additional width should be provided wherever feasible.



Numerous species of trees, both evergreen and deciduous, are appropriate for parking lot planting. A list of commonly used street and parking lot trees can be found in "Street Trees Recommended for Southern California" (2nd Edition), published by Street Tree Seminar, Inc. (714-991-1900). Landscape architects can provide a more extensive range of choices.

Parking structures

Particular attention should be paid to landscaping around parking structures. A 6' wide landscaped strip should be provided on all sides with one tree that will obtain a mature height not less than the height of the structure per 20 linear feet of structure perimeter. Appropriate tree species for this condition are tall narrow trees, such as *Hymenosporum flavum* (Sweetshade). In addition, all sides of the structure must be screened with vines or other approved screening.

Landscaping of Alleys

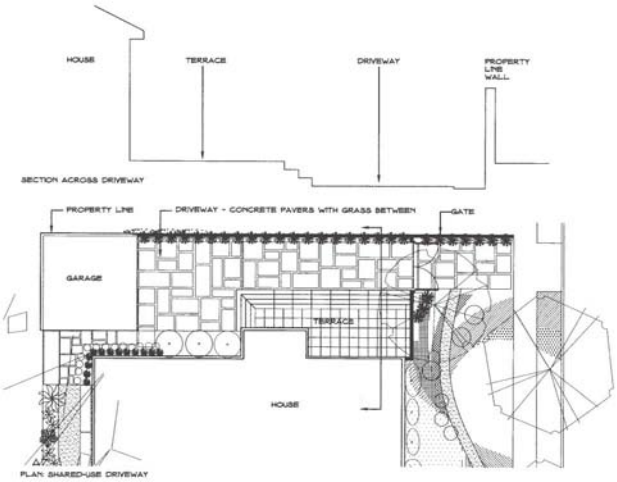
Landscaping should be incorporated into alleys and rear yards as feasible.

Landscaping Over Parking Garages

Landscaped areas on the top of parking garages should contain sufficient soil to allow healthy growth of all plant materials to be planted.

Figure III-3 Residential Landscaping Examples

Landscaping can enhance the value of new housing.



Both existing and new single-family homes with parking in the back can be designed so that driveways are usable outdoor spaces.

The alley in the upper photo would be more attractive with a little landscaping like the alley in the lower photo.

Courtyards over parking can be designed to incorporate landscaping, but some at-grade landscaped areas should be provided to accommodate large trees and landscaped areas that are not behind planter walls.

IV. INDUSTRIAL DEVELOPMENT GUIDELINES

A. Overview

As noted in the Introduction, these design guidelines are intended to serve as a guide for property owners and developers who are planning new development projects or renovation of existing structures in North Long Beach and for City staff who review those projects. These design guidelines supplement zoning regulations and do not include development standards already contained in the zoning regulations. The zoning regulations should be thoroughly reviewed prior to beginning the development process.

The following industrial zoning districts are currently found in North Long Beach:

IL Light Industrial, industries whose primary operations occur entirely within enclosed structures and which pose limited potential for environmental impact on neighboring uses.

Examples: The area generally bounded by Atlantic Avenue, Artesia Boulevard, the Los Angeles River and the north city limit; and the area generally bounded by Obispo Avenue, South Street, Cherry Avenue and the north city limit.

IM Medium Industrial, industries and industrial processes that involve more intensive operations than Light Industrial uses.

Example: Cherry Industrial Circle (south of South Street and east of Cherry Avenue).

IG General Industrial, the "industrial sanctuary" district in which a wide range of industrial uses that may not be desirable in other districts are appropriate, with an emphasis on traditionally heavy industrial and manufacturing uses.

Example: The area generally bounded by Paramount Boulevard, South Street, Cherry Avenue, and Artesia Boulevard.

B. Industrial Site Planning, Building Design, and Landscape Design

In the past, as much attention was devoted to the design of industrial buildings and their landscape as to commercial buildings, reflecting the importance of industry to the economy. It is the goal of these guidelines to begin again to focus such attention on the City's new and renovated industrial buildings, re-establishing their importance to the City and the larger region.

The Strategic Guide recommends that 1) existing industrial uses be retained and enhanced to be more compatible with the surrounding community; 2) new low-impact industrial uses be added along utility corridors where feasible; and 3) some existing, underutilized commercial areas be converted to industrial uses to create consistent industrial districts.

Most of the existing industrial facilities are large-scale manufacturing. Enhancements to those facilities include: screening of storage, parking and other unattractive uses; the addition of landscaping along street frontages and adjacent non-residential land uses, around buildings and in parking lots; the addition of pedestrian circulation and outdoor gathering places; and modest building improvements, including painting and entry enhancements.

New industrial development should be designed as business parks with integrated landscaping and pedestrian and vehicular circulation.

All of the following design guidelines apply to new and existing industrial development. They should be implemented at existing facilities to the extent feasible.

Table IV-1 Industrial Site Planning Guidelines

TOPICS	GUIDELINES		
Guidelines that Vary by Zoning District			
	Light Industrial IL	***Medium Industrial IM***	***General Industrial IG***
Maximum lot coverage by building	50%	50%	60%
Building/parking lot setback from property lines			
On Local or Collector Streets	6 ft.	6 ft.	6 ft.
On Arterial Streets	10 ft.	10 ft.	10 ft.
Abutting residential districts	10 ft.	15 ft.	25 ft.
Abutting commercial, institutional or planned districts	10 ft.	15 ft.	15 ft.
Abutting industrial districts	0 ft.	0 ft.	0 ft.
Location of outdoor storage	Only in rear yard	Only in rear yard	Only in rear yard
Screening of outdoor storage and mechanical equipment from view of public right-of-way or adjacent property	By solid screen	By solid screen	By solid screen

Guidelines that Apply to All Industrial Districts

Overall Site Design

Industrial development should enhance the character of the community. The layout of structures and surrounding elements should consider context, site conditions, adjacent uses and the primary traffic access routes. The site plan should facilitate pedestrian access and circulation.

Compatibility

Adjacent residential uses

Residential uses should be buffered from incompatible industrial development. Increased setbacks, generous landscaping and orientation of site activities away from adjacent residential uses can increase compatibility.

Adjacent industrial uses

Compatible adjacent industrial uses should be connected by walkways, common landscaped areas and/or building orientation where appropriate.

Existing structures

Existing structures that are distinctive due to age, cultural significance or architectural style should be preserved and incorporated into the development project.

TOPICS	GUIDELINES
Internal continuity	In multi-building complexes, visual continuity among the various buildings should be provided through the use of common site design elements, such as courtyards and plazas, landscaping, lighting, and paving, as well as building architecture.
Site Entry Design	Both vehicular and pedestrian entries should be provided from the street. Entry areas should be enhanced with additional landscaping, low-profile monument signs and decorative paving.
Vehicular Access	
Circulation layout	Site access and internal circulation should: promote safety and convenience; minimize conflicts between pedestrians and vehicles; provide continuous circulation throughout the site; and provide adequate space for maneuvering, stacking, truck staging, loading, and emergency vehicle access.
Driveways	Driveways should be limited to the minimum required for access and circulation; located as far as possible from intersections; shared with adjacent properties where feasible; located to maximize the potential for raised landscaped medians and to align with driveways on the opposite side of the street.
Parking	Parking should not dominate street frontages and should be screened by buildings and landscaping. Large parking lots should be divided into a series of connected smaller lots. Parking lots should be separated from buildings by a raised walkway at least 4 feet wide and a landscaped area at least 6 feet wide.
Pedestrian Circulation	Clearly defined pedestrian paths from parking lots, sidewalks and transit stops to primary building entries should be provided. Those paths should be: separate from and parallel to vehicular routes, minimizing the need for pedestrians to cross parking aisles; visible, safe, attractive and well defined by enhanced paving and low-level lighting; and buffered from parking or parking aisles by landscaping. To minimize conflicts between pedestrians and vehicles, vehicular access should be located away from primary building entries.
Usable Open Space	
Courtyards and plazas	Buildings should be clustered to create courtyards and plazas in automobile-free outdoor spaces that are defined by the buildings. Those courtyards and plazas should include landscaping, water features, furniture and other facilities that encourage outdoor dining and other outdoor activities. At least 15% of each courtyard or plaza should be landscaped and shade trees or architectural elements should provide midday (noon - 2 p.m.) shading of at least 50% of the open space.

TOPICS	GUIDELINES
Recreational facilities	Recreational facilities, such as walking/jogging and bicycle paths are encouraged. In particular, a continuous multi-use path should be provided adjacent to the Los Angeles River. As each parcel on the north-south and east-west SCE right-of-way is developed, the path should be added with a point of connection to the next parcel.
Loading and Delivery	Loading and delivery facilities should be located and designed to minimize: their visibility, conflicts with pedestrians and other vehicles, and noise. Loading and delivery facilities should be screened by buildings, architectural wing walls, freestanding walls and/or landscaping.
Utilities and Mechanical Equipment	Utilities and mechanical equipment, such as electrical meters and panels and backflow preventer assemblies, should be screened from view by screening devices that are compatible with the architecture, materials and colors of the adjacent structures. Transformers should be undergrounded.
Trash Enclosures	Trash storage must be enclosed within or adjacent to the main structure or located in a separate freestanding enclosure. Trash enclosures should be: unobtrusive; accessible; located so that trash pick up does not interfere with other vehicular circulation; located away from residential uses; architecturally compatible with the overall project design; and screened by landscaping.
Walls and Fences	Walls and fences should: complement the project's architecture; include landscaping to soften the appearance of the wall; and be articulated to avoid long expanses of blank wall. Chain link fences, wood fence, barbed wire, and razor wire may not be visible from the street. View fencing, such as ornamental tubular steel with solid pilasters or low masonry walls with ornamental tubular steel on top, are strongly encouraged. Gates should be provided to allow emergency access/egress from the site.
Paving	Decorative paving should be incorporated into parking lot design, driveway entries, pedestrian walkways and especially crosswalks.
Site Lighting	
Spill-over lighting	Light sources should not be directly visible from surrounding properties, streets or sky. Light poles should not be more than 16 feet tall and fixtures with shielded light sources and cut-off optics should be used.
Level of illumination	The level of illumination should be adequate for safety and security during operating hours. It should be reduced during non-operating hours to a level that is adequate, in combination with the project's security system, for security.

TOPICS	GUIDELINES
Compatibility	Light fixtures and supports should be compatible with the project's architecture. Pedestrian-scale lighting of usable open spaces should be provided.
Crime Prevention	
Pay phones	Exterior pay phones shall not be installed.
Site address	The site address shall be visible and illuminated.
Site lighting	Site lighting should be on automatic timers to provide illumination during all hours of darkness. Areas under canopies and awnings should be illuminated. Metal halide lighting is recommended.
Landscape maintenance	Tree canopies should be pruned up above 7'. Hedges, other than those around parking lot perimeters should not exceed 24 inches. Planting and lighting should be coordinated to avoid obstruction of illumination.

Table IV-2 Industrial Building Design Guidelines

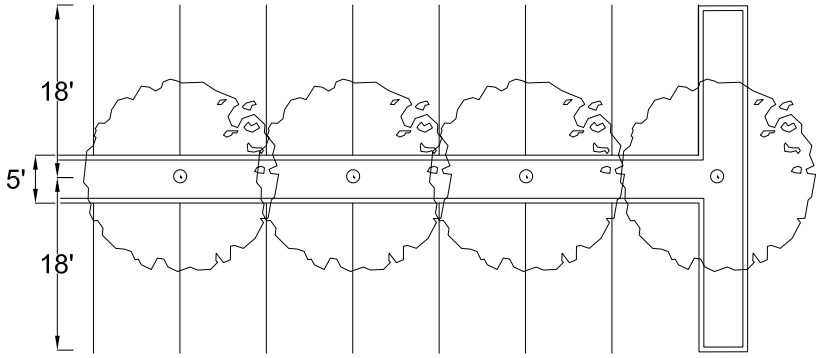
TOPICS	GUIDELINES
Architectural Style	High quality, innovative architecture is encouraged. The architectural style and design of a multi-building complex should be consistent throughout. Typically, the design of industrial buildings is simple with emphasis given to primary entries and landscaping around the building used to provide a transition to human scale.
Sustainability	Sustainable building design features, consistent with LEED (Leadership in Energy and Environmental Design) Green Building Rating System®, should be incorporated. LEED is a voluntary, consensus-based national standard for developing high-performance, sustainable buildings and energy-efficient design, including siting and landscaping, (Visit the U.S. Green Building Council's web page at www.usgbc.org for more information regarding LEED standards.)
Facade Design	
Variation/articulation	In general, large buildings should incorporate some variations in form and details to create visual interest. Facades over 100 feet in length should be articulated by expansion joints, reveals, or changes in texture and color. Variations in building height, massing and setbacks to define different building functions, such as entry, office and warehousing, are encouraged.
Consistent treatment	The same building design and materials should be used on all building walls.
Primary Building Entries	
Articulation	Building entries should be well defined and articulated from the rest of the building.
Entry canopy or awning	A canopy or awning at a building entrance enhances industrial buildings by providing shelter and visual interest at the street level. Canopies and awnings also help direct patrons to the entrance and provide visual relief to the massing of industrial buildings.
Roof Design	The roof should be an integral part of the overall building design. Flat roofs are generally most appropriate for industrial buildings. They may include overhangs for shading or cornices if appropriate to the building's overall design. Gutters and downspouts should be integral or otherwise concealed from view. Rooftop mechanical equipment should be set back from the building walls and screened to reduce visibility from the street and adjacent properties.
Doors and Windows	The size and location of doors and windows should relate to the scale and proportions of the overall building elevation on which they are located. Their placement can provide rhythm and variety. Recessed openings provide depth and contrast on flat wall planes.

TOPICS	GUIDELINES
Materials and Color	A comprehensive palette of materials and color scheme should be developed for each site. Materials and color can be used to create visual interest, but variations in multi-building complexes should be complementary. Exterior materials should be durable and high quality for ease of maintenance. High-maintenance materials, such as wood, clapboard or shingles, should be avoided. Materials that can withstand abuse should be used. False facades and attached veneers and ornamentation that could be easily damaged by equipment are discouraged. Landscaping should be provided adjacent to exterior walls to discourage graffiti.
Crime Prevention	
Alarm system	A separate alarm system should be installed in each tenant space. Surveillance cameras may be appropriate at primary entries.
Roof access	Exterior roof access should not be provided.

Table IV-3 Industrial Landscape Design Guidelines

TOPICS	GUIDELINES
Landscaping of Required Setbacks	All required setback areas, except those abutting alleys or used for outdoor dining, should be landscaped with trees, shrubs and/or groundcover. The required setback from an abutting alley should also be landscaped unless used for a driving aisle. Decorative features, such as paving, rock work, fountains and ponds, may be used if consistent with site design and architectural style.
Landscaping of Parking Lots	
Perimeter screening	Required walls must be either concrete block finished in smooth stucco to match the building or poured in place concrete with vines planted to cover the walls on the parking lot side.
Adjacent to residential district	A minimum 6'-6" solid wall (not a wood or chain link fence) should be provided where a commercial parking lot abuts the rear or side yard of a residential lot. The wall should be 3' where it abuts the front yard of a residential lot.
Adjacent to residential district across an alley	One of the following should be provided adjacent to an alley with residential zoned or developed lots located across the alley: a minimum 6'-6" solid wall (not a wood fence); or a hedge of broad-leaf evergreen shrubs, such as *Ligustrum japonicum* (Japanese Privet) from 15-gallon containers planted 5' on center, or 6-10' tall clumping (not running) bamboo to provide a continuous green hedge at least 6' tall; or a combination of a solid wall and a hedge or row of trees.
Adjoining public street	A solid, compact hedge of shrubs, such as *Ligustrum japonicum* (Japanese Privet), that are 2' tall and 2' on center when planted and are maintained at a height of 3' or a minimum 1'-6" tall planter or berm with a minimum 1' tall hedge should be provided. The 3' masonry wall permitted by zoning regulations is not recommended because the wall footing will reduce root volume in soil for required perimeter trees.
Parking lot shading	
Perimeter	A continuous row of canopy trees of a species that will have a minimum 30' diameter canopy within 10 years of planting should be planted 18 - 30' on center (1 tree per 2 or 3 spaces) depending on canopy spread in the required landscaped setback area to shade both the perimeter parking spaces and the adjacent sidewalk. Small "understory" trees may be planted between the canopy trees to achieve the spacing required by Zoning.
Interior	One tree per 4 parking spaces (excluding spaces shaded by perimeter trees) should be planted throughout the parking lot to provide shading of 50% of the parking within 10 years of planting. To achieve this goal, trees should be standard in form (single trunk), have spreading canopies that will reach a diameter of 30' within 10 years, and should be planted in a minimum planting

area of 60 square feet per tree without root barriers. A continuous planting area at least 5' wide, including curbs, should be provided between parking aisles. A 5' wide planting area will not increase the required aisle width since a car may overhang the planting area 2-6" with the curb serving as the wheel stop. The bumpers of vehicles manufactured after 1980 rarely extend more than 2' beyond the tires, leaving 1' for tree trunk diameter. However, to further reduce the potential for contact between trees and bumpers, trees should be aligned with parking space striping. Additional width should be provided wherever feasible.



Numerous species of trees, both evergreen and deciduous, are appropriate for parking lot planting. A list of commonly used street and parking lot trees can be found in "Street Trees Recommended for Southern California" (2nd Edition), published by Street Tree Seminar, Inc. (714-991-1900). Landscape architects can provide a more extensive range of choices.

Parking structures

Particular attention should be paid to landscaping around parking structures. A 6' wide landscaped strip should be provided on all sides with one tree that will obtain a mature height not less than the height of the structure per 20 linear feet of structure perimeter. Appropriate tree species for this condition are tall narrow trees, such as Hymenosporum flavum (Sweetshade). In addition, all sides of the structure must be screened with vines or other approved screening.

Landscaping of Alleys

Landscaping should be incorporated into alleys and rear yards as feasible.

Landscaping Over Parking Garages

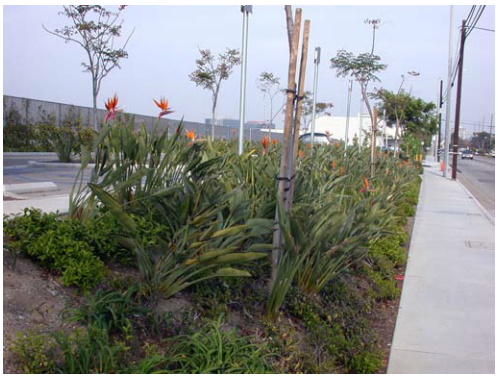
Landscaped areas on the top of parking garages should contain sufficient soil to allow healthy growth of all plant materials to be planted.

Paving

Paving should be kept to a minimum in required setback areas.

Shading of Buildings

The east and west walls of buildings should be shaded with evergreen trees to reduce summer heat gain. South walls should be shaded with deciduous trees.



As the City's own maintenance building demonstrates, with quality of building design and materials, as well as landscaping, industrial buildings can be an asset to the community.

The TABC industrial site in North Long Beach shows how usable, landscaped open space can be included.

V. SIGN GUIDELINES: COMMERCIAL AND INDUSTRIAL

A. Overview

Signs can have a dramatic effect, either good or bad, on potential customers' or clients' perception of a business. They provide an initial introduction to the character and quality of the business. Too many different signs for one business compete with one another and make it difficult to figure out what the business is about, especially for motorists driving by at 30 mph or more. Too many signs can also undermine the overall economic image of a shopping district, making it appear blighted. A consistent approach to signage provides continuity within a shopping district and improves the readability of individual signs. The zoning regulations establish the basic standards that signs must follow. Signs may not exceed the quantity, area, height, projection over public right-of-way (ROW) and slope specified in the zoning regulations. The guidelines in this section describe and provide examples of how signs may be designed within the parameters of the zoning regulations to improve their effectiveness for individual businesses and districts.

B. Sign Types

Different Signs for Different Districts

Pedestrian-oriented districts, composed of a series of storefronts, each 15 to 40 feet wide, along the sidewalk, typically have signs that are oriented to pedestrians as well as motorists - window signs, awning signs, blade signs (small projecting signs) and outdoor dining menu boards - as well as wall and projecting signs oriented to motorists.

In ***auto-oriented districts*** buildings are setback from the sidewalk, often behind parking lots. Freestanding monument signs may be appropriate. In many cases, auto-oriented uses are located in shopping centers with multiple tenants. The freestanding sign shall provide only the name of the center, with the names of individual businesses listed on individual facades and/or a monument sign, and be attractive and consistent with building architecture.

Multi-tenant office buildings may find it more practical to treat their address number as their primary sign. Buildings with a group of related, but independent tenants might have a collective name with a descriptive term like Medical Building or Law Offices.

Information Hierarchy

A key to successful signage is to prioritize the information being communicated. A retail business has several messages to convey to its potential customers, including:

- Business name
- Address
- Type of goods and services
- Specific products and/or name brands carried
- Credit cards honored
- Telephone number
- Parking directions
- Business hours

Some information - primarily the name and address of the business or shopping center and one or two key products or services - needs to be legible to motorists or bus riders, while most other information can be on smaller signs legible to customers once they become pedestrians.

Sign "blight" occurs when a business has so many signs that a potential customer, whether driving or walking by, is overwhelmed and cannot sort through the information. The information should be organized and presented so it can be understood in order of importance and without repetition. For example, the name of the business is usually the most important piece of information and should be presented on the largest sign, which should be legible to motorists and bus riders. That sign may be a wall sign, awning sign, projecting sign or freestanding or monument sign and is considered to be the "primary" sign. A business should usually have only one primary sign visible along each street or parking lot that it faces.

If a wall sign is the primary sign, containing the business name, then an awning sign can be used as a secondary sign, describing the business, listing the goods or services provided, or the address, rather than repeating the name of the business. One exception to this rule is the pedestrian blade sign - a small projecting sign (not larger than 5 square feet) perpendicular to the building wall and designed to be visible to pedestrians - which typically repeats the business name or contains its logo. Figure V-1 shows the information that is most appropriate on each sign type.

Signs Oriented to Motorists and Bus Riders

For a single business or shopping center, only one of the following types of primary signs, providing the name of the business and one or two principal products and services, should be completely visible from a single location:

- ***Primary Wall Sign***
- ***Primary Awning Sign***
- ***Major Projecting Sign***, which should be non-rectangular and have its own internal or external light source
- ***Monument Sign***, which should be mounted to a base whose material and/or color and finish is used on the building with its own internal or external light source

Freestanding signs other than monument signs are strongly discouraged, except that, at a surface parking lot that does not serve a specific building or use, one freestanding sign that is 1) supported by a single pole, 2) less than 12' tall, and 3) less than 25 square feet in area is acceptable. Billboards, as defined in the Zoning Code, are prohibited in all Redevelopment Project Areas.

A business should show its address in 4 to 6-inch letters within 4 feet of an entry on each facade that has an entry.

The primary sign on the rear facade should be 75% of the area of the primary sign on the front facade.

In addition to the primary sign(s) and address, a business may have the following secondary signs describing the business and/or listing 1 or 2 products or services provided:

- ***Secondary Wall Signs***
- ***Secondary Awning Signs***, in which the information should be confined to a single horizontal line positioned within 3 inches of the bottom edge of the awning and the maximum letter size is 6 inches
- ***Menu Boards***, permitted only for drive-through fast-food restaurants (1 wall and 1 freestanding menu board for each auto service window), each of which is less than 40 square feet in area, less than 7 feet in height, oriented to customers on site, and lists only the business name and price of each item in maximum 3 inch letters

Signs Oriented to Pedestrians

All other signs should be designed to be viewed by pedestrians on the sidewalk or in the parking lot adjacent to the building.

- ***Window Signs***, which should cover no more than 10% of the window.
- ***Pedestrian-Oriented Blade Signs***, which are projecting signs, should be no more than 5 square feet in size. Figure V-3 illustrates appropriate placement and alternative methods of attaching blade signs.
- ***Directory Signs*** listing the tenants on an upper floor or with access from a single entry should be no more than 18 square feet in size
- ***Backdrop Wall Signs***, on the rear or the side of an open display business that do not exceed 5% of the area of the wall on which they are located

C. Sign Design

Design Compatibility

Quality Signs and Creative Design. Like buildings, signs should make a positive contribution to the general appearance of the commercial district in which they are located. High quality, Imaginative and innovative signs are encouraged.

Figure V-1 Recommended Sign Hierarchy

	SIGN TYPE									
	Max. Number	Wall	Freestanding/ Monument	Projecting	Awning, Marquee/ Canopy, Pylon	Window	Blade	Directory	Menu Board*	Backdrop Wall
Business name - primary sign and should be most visible	2	✓ OR	✓ OR	✓ OR	✓ OR	✓ OR	✓			
Brief (4-6) word description	1	✓ OR	✓ OR	✓ OR	✓ OR	✓ OR	✓			
Address number	2	✓ OR	✓ OR	✓ OR	✓					
Parking information	1	✓ OR	✓ OR	✓ OR	✓					
Business hours & phone numbers	1					✓				
Credit cards honored	1					✓				
Brand names carried or goods and services offered	1									✓
Secondary tenant names or names of upper-level tenants	1							✓		
Sales	1									✓
Restaurant menus	1					✓		OR	✓	

* Permitted for drive-through fast food restaurants only

This example excerpted from:
Bixby Knolls Design Guidelines
The Arroyo Group

Figure V-2 Good Examples of Sign Types

A primary sign on the wall contains the name of the business.

A primary sign on the awning contains the name of the business.

A primary monument sign provides the name of the business.

Free standing pole signs are strongly discouraged. However, they may be permitted if, like the El Cholo sign above, they are small, consistent with the architecture and attractive. Large unattractive freestanding poles like the orange sign in the background are not acceptable.

A primary projecting sign contains the name of the business (El Toreo Cafe). Pedestrian-oriented blade signs are visible as well.

Figure V-2 Good Examples of Sign Types (continued)

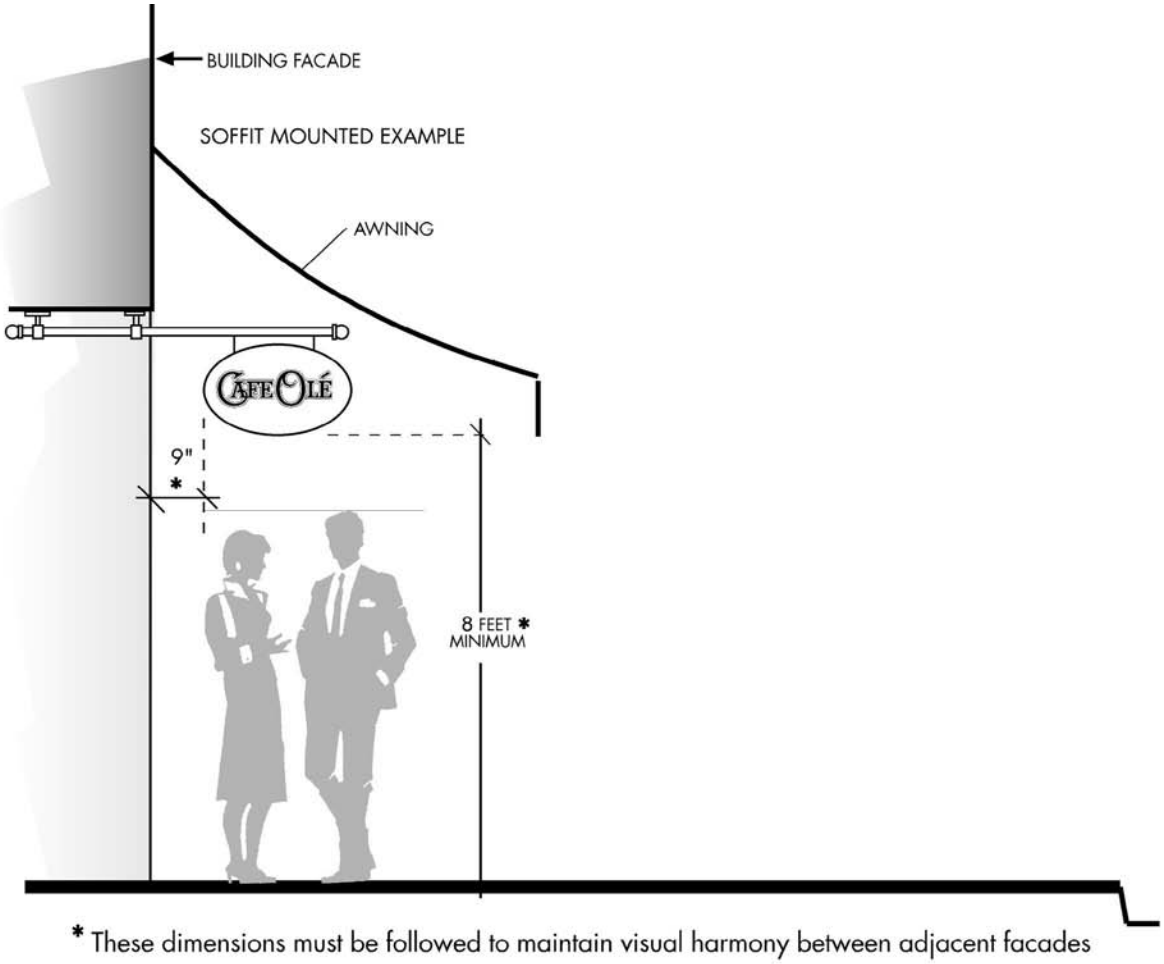
Window signs include: name, open/closed, major products provided, and address.

Window signs do not interfere with displays in the window.

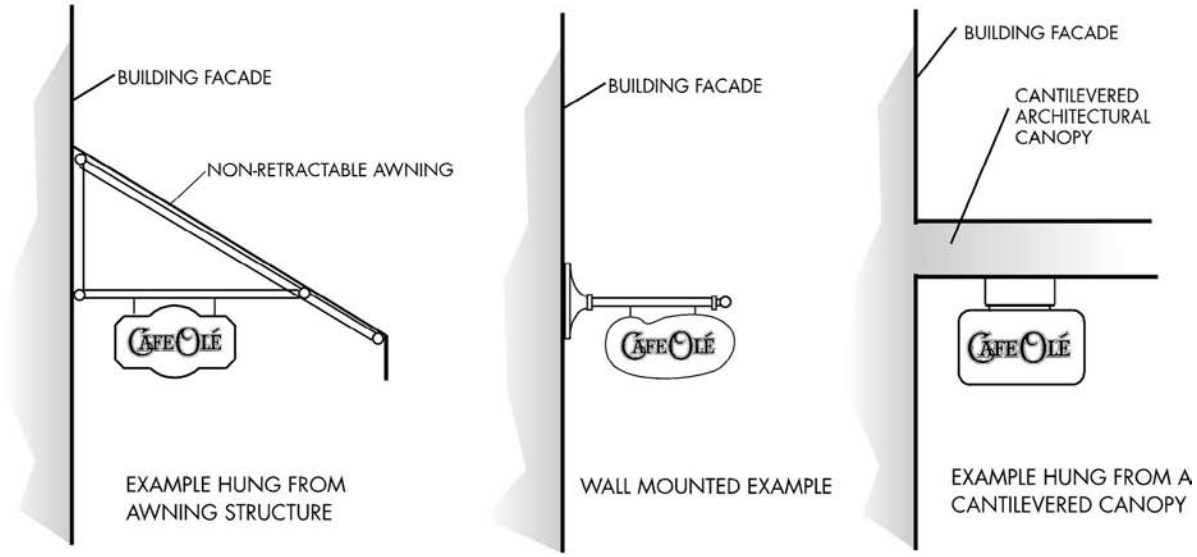
Directory sign located on exterior wall along sidewalk lists upper level tenants.

Blade signs: above top shows clearance over sidewalk; above bottom shows clearance over alley.

Figure V-3 Pedestrian-Oriented Blade Signs



* These dimensions must be followed to maintain visual harmony between adjacent facades



These examples excerpted from:
Bixby Knolls Design Guidelines
The Arroyo Group

Integration with Building Design. Signs should not obstruct architectural features. The design of signs should be integrated with the design of the building.

Proportion and Scale. The size of a sign should be proportionate to the building on which it is placed and the area in which it is located.

Coordination of Signs on Multi-Tenant Buildings. When a building has multiple ground floor tenants, whether in a storefront building along a sidewalk or in a strip mall behind a parking lot, the individual tenants' signs should share some common design elements to make them more legible to potential customers, specifically: placement on the facade and size. Letter style, colors and, in some cases, materials may vary to reinforce the individual identity of each tenant.

When multiple tenants share a single entry, they are encouraged to adopt a single collective name and sign program to avoid creating an illegible jumble of competing signs.

Relationship to Residential Neighbors. Where residential and commercial uses exist in close proximity, signs should be designed and located to minimize visibility from adjacent residential neighborhoods.

Sign Legibility

A sign's message is most often conveyed by words with symbols or icons sometimes in a supporting role. Thus, the legibility of lettering is the key to an effective sign.

Brief Message. The fewer the words the more effective the sign. A sign with a brief, succinct message is easier to read and looks more attractive. Evaluate each word. If a word does not contribute directly to the basic message of the sign, it will detract from the sign and probably should be deleted.

Symbols and Logos. Symbols and logos can be used in place of words. Visual images often register more quickly than a written message. If they relate to the product sold or the business name, they will reinforce the business identity.

Letter Size. Lettering should be of an appropriate size to be read by the intended audience. Signs to be read by pedestrians should be smaller than those to be read by motorists and bus riders.

The closer the sign's viewing distance, the smaller the lettering needs to be, as illustrated in the following table:

Letter Size:	Easily Readable at:
1 inch	10 feet
2 inches	30 feet
3 inches	50 feet
4 inches	70 feet
6 inches	100 feet

Where lettering is placed on a sign panel, some blank space around the lettering should be provided. As a general rule, lettering should not cover more than 75% of the panel area.

Letter Style and Capitalization. To reflect the individuality of each business and to create interest, type styles and capitalization should vary from business to business. However, only a few lettering styles should be used on a single sign to enhance legibility. As a general rule, not more than 2 styles should be used on a small sign or 3 styles on a larger sign. Intricate typefaces and symbols that are difficult to read reduce the effectiveness of a sign and should be avoided.

Letter thickness and capitalization affect the legibility and visual impact of a sign. Figure V-4 suggests variations in sign size with different type styles and capitalization.

Letter Spacing. Letters and words spaced too close together or too far apart. reduce a sign's legibility.

Sign Color

Sign color should contribute to the legibility and effectiveness of the sign.

Contrasting Colors. A substantial contrast between the background and letters or symbols will make the sign easier to read.

Number of Colors. A sign may include up to 5 colors. The colors should be combined in a way that enhances legibility. As a general rule, large areas of many different colors decrease legibility. On the other hand, small accents of several colors can make a sign unique and eye-catching.

Complementary Colors. Sign colors should relate to those of the building. A sign may include some or all of the colors used on the building exterior.

Sign Materials and Construction

Individual Letters. Individual letters and/or symbols, including 3-dimensional letters with an internal neon light source, neon or dimensional cut-out metal or plastic letters, are encouraged. Cut-out letters may be mounted on a raceway to facilitate changes or may be individually pin-mounted.

Panel Sign Materials. Appropriate materials for panel signs include:

- Wood - carved, sandblasted or etched and properly sealed, primed and painted or stained.
- Metal - formed, etched, cast and/or engraved and powder-coated or otherwise protected.
- High density pre-formed foam or similar materials. Other new materials may be appropriate if designed to complement the building design and fabricated to be durable and low maintenance.

Rectangular sign cabinets are strongly discouraged, although sign cabinets with a distinct curvilinear form are acceptable.

Compatible Materials. Sign materials should be compatible with the design of the facade and should contribute to the legibility of the sign. For example, glossy finishes may be difficult to read due to glare.

Durable Materials. Signs should be constructed of durable materials with low maintenance requirements. Paper and cloth signs (other than awnings) are not appropriate as they deteriorate quickly.
Figure V-5 illustrates some sign design issues, including legibility and quality.

Figure V-4 Effect of Letter Style and Capitalization on Sign Size.

All capital letters should be smaller than initial capitals with lower case letters:

Stardust Jewelers

STARDUST JEWELERS

Thick letters should be smaller than thin letters:

STARDUST JEWELERS

STARDUST JEWELERS

Thick all-capital letters should be even smaller than thin initial capitals with lower case letters:

Stardust Jewelers

STARDUST JEWELERS

Sign Illumination

Use illumination only when necessary. Street lights or display window lights may provide adequate illumination.

Direct Light Source. A direct light source, e.g., spotlight, is often best as it focuses attention on the sign and, at the same time, illuminates the building facade. For example, as illustrated in Figure V-6, several gooseneck lamps mounted above the sign provide even illuminate of either cut-out letter or panel signs. The fixtures should be in scale with the sign and other building facade elements.

Internal Illumination. Individually illuminated letters (channel letters), either internally illuminated or backlighted solid letters, are preferable to internally illuminated plastic cabinet signs, which are discouraged.

Sign Maintenance

All exterior signs should be kept clean and properly maintained. All supports, braces, anchors and electrical components should be kept safe, presentable and in good structural condition. Defective lighting components should be replaced promptly. Weathered and/or faded painted surfaces should be repainted promptly.

Figure V-5 Sign Design Issues

Too many signs , too many typeface, and short-lived materials.

A single wall sign is better than multiple signs, but this one is trying to say too much.

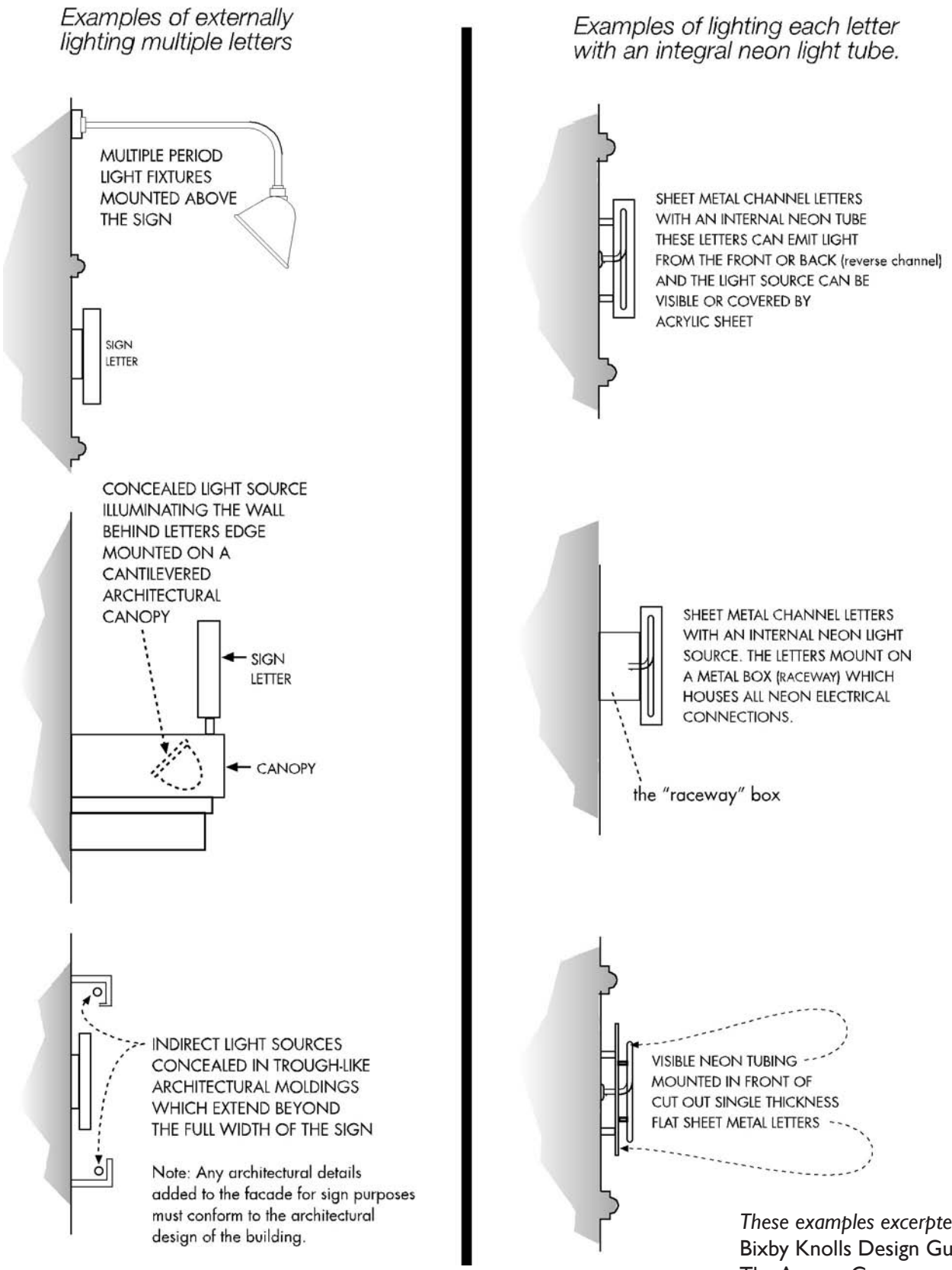
This hand-drawn blade sign is hard to read because the letters are too closely space and the typeface is irregular.

This panel sign, while attractive, is a little difficult to read due to the type face.

These signs compete, sending a mixed message, and one seems to cover the other.

This sign should be attached to the building face and contain a briefer message.

Figure V-6 Sign Lighting Techniques



These examples excerpted from:
Bixby Knolls Design Guidelines
The Arroyo Group

VI. STREETSCAPE IMPROVEMENT GUIDELINES

The North Long Beach Street Enhancement Master Plan (Master Plan) recommends the following streetscape improvements along major streets. Some of these improvements will be made by the Redevelopment Agency as public improvements; others will be made by individual property owners as they develop or renovate their properties.

Traffic Calming and Pedestrian Amenities. The Master Plan recommends that traffic calming and pedestrian amenities be provided in designated village centers and neighborhood commercial nodes, as well as along streets adjacent to new multi-family and mixed-use developments. Recommended improvements in these areas include corner curb extensions, enhanced paving of crosswalks and pedestrian-activated signals at mid-block crossings to make it easier for pedestrians to cross the street and to make them more visible to motorists. Other recommended improvements include wider sidewalks in locations where the existing sidewalks are less than 10 feet wide, pedestrian-scale street lights and street furniture.

Street Trees and Parkways. Street trees are proposed to be planted along all major streets where the combined public right-of-way and public easement is wide enough to accommodate them. With the exception of Atlantic Avenue between 61st Street and Del Amo Boulevard, where the sidewalks are 6.5 feet wide, and Market Street and Del Amo Boulevard, which have 5-foot wide sidewalks, all the arterials have sidewalks that are wide enough to accommodate street trees. Street trees in front yards are proposed for Market Street.

The Master Plan recommends that, at bus stops and in village centers and neighborhood nodes, where high volumes of pedestrian activity are anticipated, trees should be planted in large tree wells (6-foot square with grates or 4 feet x 8 feet with stabilized decomposed granite or mulch). In all other locations, trees should be planted in continuous parkways adjacent to 4- or 5-foot wide walkways.

Where street trees are in parkways and parallel with medians, the irrigation system installed in the medians should be extended to the parkways with 2 bubblers per tree. In-ground irrigation systems should also be installed in any other locations where such installation is feasible. In other locations without irrigation, trees should be watered once a week by water truck (minimum 20 gallons per tree per week): for 3 years if in parkways and for 5 years if in tree wells.

Landscaped Medians. On existing raised medians on Atlantic Avenue, Artesia Boulevard and Del Amo Boulevard, paved areas should be removed and replaced with landscaping. The existing raised, unlandscaped medians on Cherry Avenue and South Street near the rail crossing should be landscaped. Where feasible, new raised, landscaped medians should be provided along the other arterials.

Gateway Enhancements. The Street Enhancement Master Plan recommends that typical street tree and median landscaping be enhanced at the gateways by additional landscaping in the medians and parkways and, for gateways at the north, landscaping of the street edges of Southern California Edison rights-of-way. Gateway landscaping would include several common elements that will be used at all gateways in conjunction with the individual landscape palette for each street. Where medians are not feasible, supplemental landscaping should be provided in the parkways.

Other Landscape Improvements. The Master Plan also identifies the need for additional pocket parks, temporary landscaping of vacant lots and back-up lot landscaping, and suggests landscape guidelines for front yard setbacks and parking lots along the arterial streets.

Table VI-1 summarizes the street improvement regulations applicable to development projects in North Long Beach. Street trees and parkway landscaping with irrigation should be provided on all streets in North Long Beach. Street lights and furniture are recommended along the 10 major streets.

Table VI-2 lists the street tree species for the 10 major streets. Street trees for other streets will be determined by the Department of Public Works.

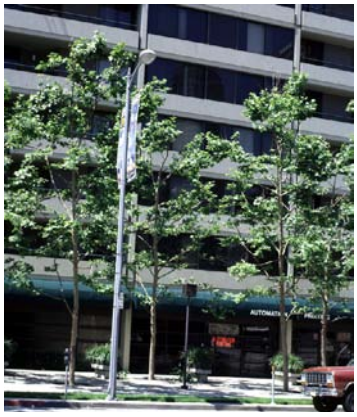
Table VI-1 Streetscape Improvement Guidelines

TOPICS	GUIDELINES
Street Trees	
Spacing (per Zoning)	25' on center
Tree wells/parkways	Minimum 4' wide continuous parkway except adjacent to bus stops and pedestrian-oriented uses. 4' x 8' tree well with mulch or 6' x 6' tree well with grate adjacent to bus stops and pedestrian-oriented uses. Tree wells must be mulched to a depth of 3 inches with medium texture shredded wood material; low groundcover may also be added to the tree wells. Parkways must be landscaped with turf or low groundcover (see below).
Automatic irrigation	All plant materials in the parkway must be irrigated with an automatic irrigation system. Tree wells must be irrigated with either 2 bubblers near the surface, Netafim drip or equal irrigation. Turf and groundcover must be irrigated with either Netafim or equal drip irrigation or pop-up spray heads.
Species	By street - see Table VI-2
Parkway Landscaping	Parkways must be planted with either turf or groundcover that does not exceed 30" in height , so as not to obstruct visibility. Plants that require low maintenance and use relatively small amounts of water are recommended. Plants that have colorful leaves or are flowering are also desirable.
Sidewalk Dining	A public sidewalk occupancy permit must be obtained, as outlined in Municipal Code Chapter 14.14. The standards in Municipal Code Chapter 14.14 must be followed, including the following: Sidewalk dining is not permitted on sidewalks less than 10 feet wide. A minimum 5' wide unobstructed path of travel must be provided on the sidewalk. Dining or entertainment areas must be defined by sturdy, portable barriers less than 48 inches in height, as approved by the City Engineer. All accessories to dining or entertainment must be located inside the barrier.
Alleys	Property owners are required by Municipal Code to provide and adhere to a regular maintenance schedule for alleys adjacent to their buildings, including litter removal. Building services, including trash, storage and utility structures may not be located in the alley. They should be located in an enclosed area adjacent to the alley. Parking spaces in the alley should be clearly striped, signed and available for short-term parking. Alleys should not be used for long-term vehicle storage.

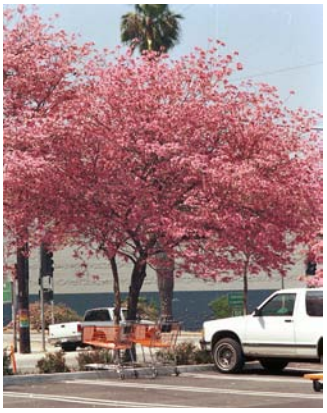
Table VI-2 Street Trees for Major Streets

	Sidewalks		Medians	
	Botanical Name	**Common Name**	**Botanical Name**	**Common Name**
North-South Streets				
Long Beach Boulevard				
North of River	*Koelreuteria bipinnata*	Chinese Flame	*Jacaranda mimosifolia*	Jacaranda
South of River	*Platanus mexicana*	Mexican Sycamore	*Jacaranda mimosifolia*	Jacaranda
Atlantic Avenue				
North of the Railroad	*Ginkgo biloba*	Ginkgo	*Eucalyptus*/Chorisia speciosa**	Eucalyptus/Floss Silk
South of the Railroad	*Washingtonia filifera** & *Pyrus calleryana 'Bradford'**	Mexican Fan Palm/ Bradford Pear	*Podocarpus gracilior**	Fern Pine
Orange Avenue	*Jacaranda mimosifolia**	Jacaranda	NA	
Cherry Avenue	*Koelreuteria bipinnata*	Chinese Flame	*Washingtonia filifera/ Koelreuteria bipinnata*	Mexican Fan Palm/ Chinese Flame
Paramount Boulevard	*Tristania conferta*	Brisbane Box	*Lagerstroemia indica x fauriei/ Pinus caneriensis*	Crape Myrtle/ Canary Island Pine
Downey Avenue				
South of Poppy	*Tipuana tipu**	Tipu	NA	
North of Poppy	*Tristania conferta*	Brisbane Box	NA	
East-West Streets				
Artesia Boulevard				
Storefront commercial	*Ginkgo biloba*	Ginkgo	*Eucalyptus**	Eucalyptus
Other locations	*Tabebuia avellanedae*	Pink Trumpet	*Eucalyptus**	Eucalyptus
South Street	*Platanus acerifolia* 'Columbia'	London Plane	*Platanus acerifolia* 'Columbia'	London Plane
Market Street	Alternating *Ginkgo biloba* & *Lagerstroemia indica x fauriei*	Ginkgo Crape Myrtle	Alternating *Ginkgo biloba/ Lagerstroemia indica x fauriei*	Ginkgo/ Crape Myrtle
Del Amo Boulevard	*Magnolia grandiflora*	Southern Magnolia	Infill with existing species	

* Existing street tree



London Plane



Pink Trumpet

Ginkgo

Jacaranda

Crape Myrtle

Chinese Flame

Brisbane Box

Southern Magnolia